

The **MANUFACTURING CONFECTIONER**

MODERN SPECIALIZED PUBLICATION FOR CONFECTIONERY MANUFACTURERS



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CONFECTIONERY ANALYSIS and COMPOSITION

By
STROUD JORDAN, M.S., Ph.D.
and
KATHERYN E. LANGWILL, M.S., Ph.D.

\$3.50

The first two volumes of "Confectionery Studies" by Dr. Jordan, have acquainted the confectioner with everyday problems and with standards in effect at the date of publication. A practical and technical evaluation of chocolate products then followed entitled "Chocolate Evaluation". These three books were willingly received by the industry as valuable additions to the technical literature available.

This book, the fourth in the series, is being published by *The Manufacturing Confectioner*. Confectionery studies have been continued and this volume concerns itself, first with applicable data that cover the composition of basic raw materials as well as that of the finished confections in which they have been employed.

In assembling this volume reference is made to applicable methods. Where satisfactory methods of analysis are of general knowledge they are incorporated by reference. All specially developed methods and procedures are incorporated in detail.

Where reconstruction of formulas from analytical data is considered, we are dealing with a relatively unexplored field. Many basic assumptions have been made before actual formula reconstruction has taken place. The second part of this volume is used to consider the several confection groupings into which most confection types generally fall and full discussion of each follows. See Chapter Headings below.

- | | | |
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| ★ Ash (Mineral Matter—Ch. 2) | ★ Nuts and Fruits (Ch. 8) | ★ Fudge (Ch. 14) |
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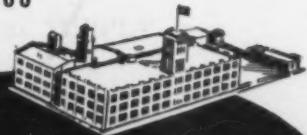


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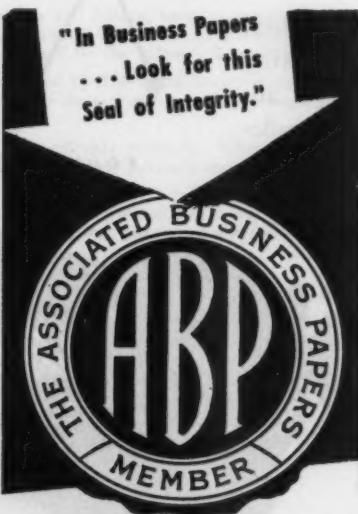
Since its inception in 1921, The MANUFACTURING CONFECTIONER has pursued the single editorial purpose of publishing material only and exclusively for the manufacturer of confectionery products. We have never deviated from this purpose for any reason. In this magazine, we give to this industry and to every person connected with the production and processing of confectionery, a publication dealing authoritatively with the many practical and theoretical questions involved in the management and operation of commercial confectionery plants.



The reader of The MANUFACTURING CONFECTIONER is assured of receiving, month by month, information and ideas directly concerned with his work—not a lot of heterogeneous matter of no consequence to him. A monthly candy packaging section with a quarterly CANDY PACKAGING supplement gives constant coverage of new developments in packaging. A quarterly Candy Equipment Preview does the same for machinery and other equipment. These are additional, free services to our readers.

Candy men actually on the production line as well as executives, superintendents, supervisors, foremen, engineers, etc., know that The MANUFACTURING CONFECTIONER is their most authoritative source of reliable and up-to-date information on candy production and processing methods and procedure. No other publication in the field so truly serves the practical candy man. You are entitled to use our free services such as the Candy Clinic, Candy Packaging Clinic, Technical Literature Digest, etc. Information for the distributor of candy is contained in a handy, pocket-sized magazine called CANDY MERCHANDISING and an annual directory listing "where to buy" information known as the CANDY BUYERS DIRECTORY.

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The MANUFACTURING CONFECTIONER is a member of the National Confectioners' Association, and of the Audit Bureau of Circulations, guaranteeing our circulation statements. CANDY MERCHANDISING is a member of the Western Confectionery Salesmen's Association, the National Candy Wholesalers Association, and of the Controlled Circulation Audit.

Read The MANUFACTURING CONFECTIONER to keep up with all the latest technical information and news of the industry. All of the above services are available to our readers at the low cost of only \$5.00 for two years or \$3.00 for one year. Take advantage of our clinics to help improve both your product and your package, by joining the rapidly growing list of candy plant readers who are subscribing to The MANUFACTURING CONFECTIONER—and receive your copy of THE 1947 BLUE BOOK.



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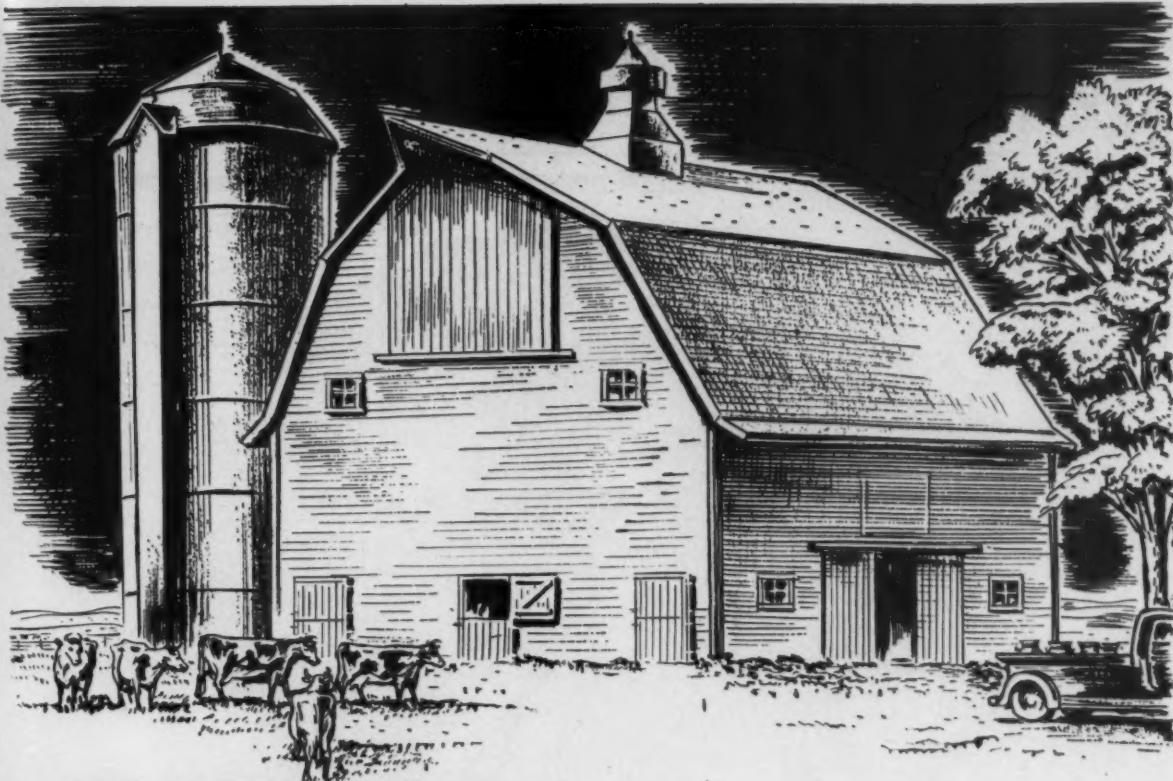


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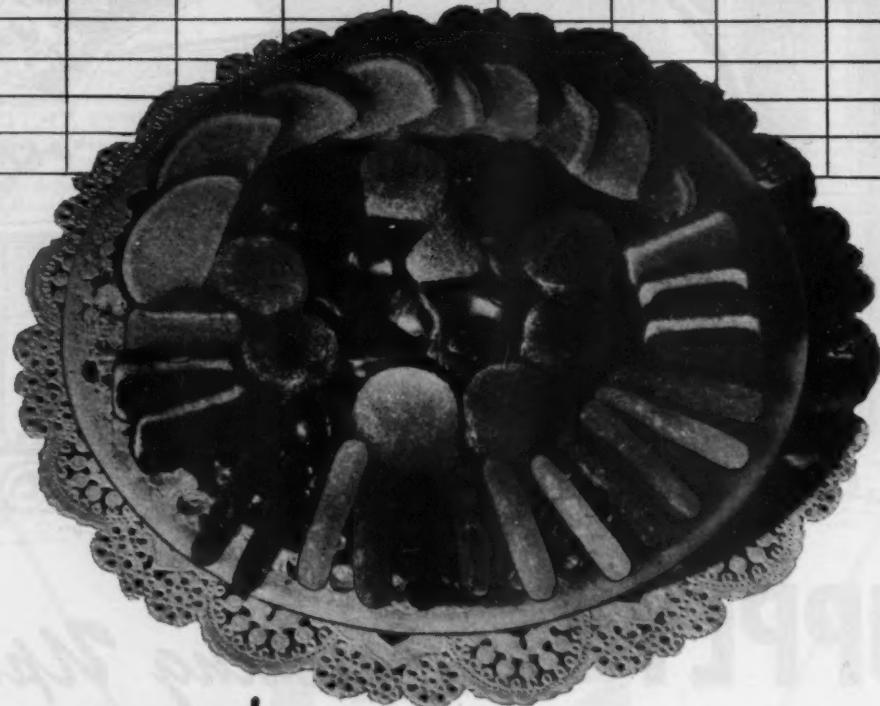
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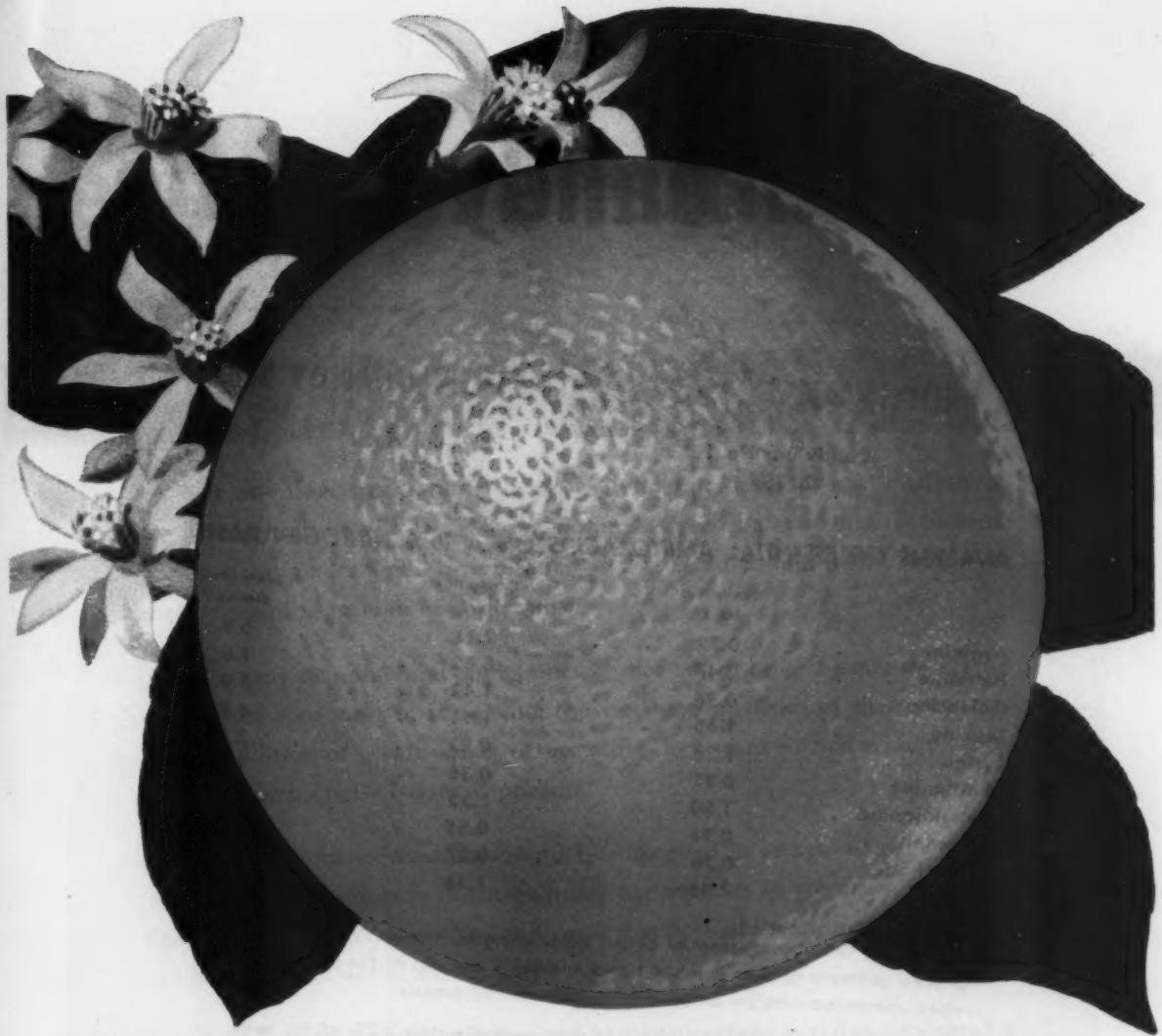
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A PROTEIN ANALYSIS OF 2 WELL-KNOWN CANDY BARS

Candy Bar No. 1
2.13%

Candy Bar No. 2
7.13%

ANALYSIS OF ESSENTIAL AMINO ACIDS ON A 16% NITROGEN BASIS

	Candy Bar No. 1	Candy Bar No. 2	A good quality protein
Arginine	0.72	2.11	5.9
Histidine	0.47	0.62	1.0
Isoleucine	0.98	1.42	5.9
Leucine	1.65	1.91	6.9
Lysine	1.28	0.81	2.5
Methionine	0.31	0.36	1.9
Phenylalanine	1.50	1.30	4.2
Threonine	0.98	0.85	5.1
Tryptophane	0.26	0.27	1.9
Valine	1.35	1.36	4.9

In studying the above essential amino acids analysis, it is indicated that the protein contents of bars number 1 and number 2 are not of the best quality when compared with an analysis of a good quality protein.

An average person is believed to obtain approximately 15% of his total calories from proteins. The protein content of either of these bars is not sufficient to meet this level. Twice the protein of bar number 2 would supply approximately 15% of its caloric content in the form of protein.

VITAMIN CONTENT (expressed in micrograms)

	Candy Bar No. 1	Recommended Content on Caloric Basis	Candy Bar No. 2	Recommended Content on Caloric Basis
Thiamine	14	174	171	128
Riboflavin	112	348	155	256
Niacin	279	1740	3170	1280

Many nutritionists agree that 0.5 milligram of thiamine should be supplied for every 1000 calories of the diet. In addition, the daily minimum requirements for thiamine, riboflavin, and niacin are in a ratio by weight of 1 to 2 to 10. Based on the above, bars number 1 and 2 show an interesting comparison between the recommended amounts and the amounts found by assay.



even more nutritious!

ON THE OPPOSITE PAGE is shown a comparative amino acid analysis of two well-known candy bars, and an analysis of a good quality protein. Candy manufacturers will be interested in these studies, and in the comments made regarding protein and vitamins.

Today, many manufacturers of candies, either bar or other forms, are giving consideration to ways of improving the nutritive qualities of their products by the addition of good sources of protein. They want to make their candy a better nutritionally balanced product.

You, as candy manufacturers, should be interested in sources of protein that will increase the quantity of the essential amino acids in your candy. See the data on the opposite page. You will note that both of the candy bars analyzed are low in the essential amino acids.

Standard Brands' experience in the food fortification field—and its products for vitamin B complex, vitamin D, and protein supplementation of foods—place this company in a position to render valuable assistance to you on your candy fortification program.

If you are now seeking ways of fortifying your company's products, we invite you to discuss your needs in confidence with one of our executives.

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Confectioners are urged to send for candy samples of the Delca Line — new horizon to sales opportunity.

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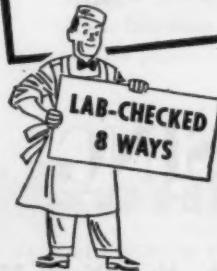
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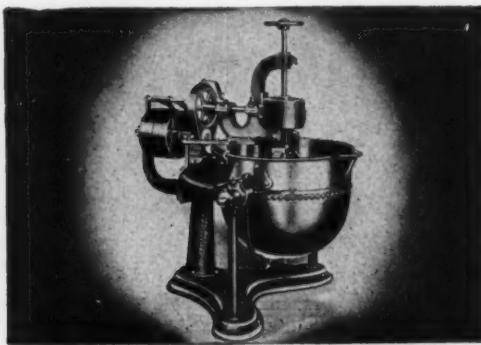
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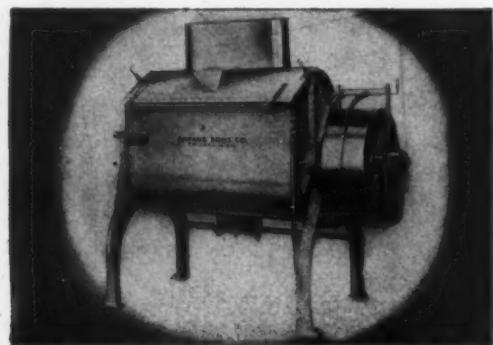
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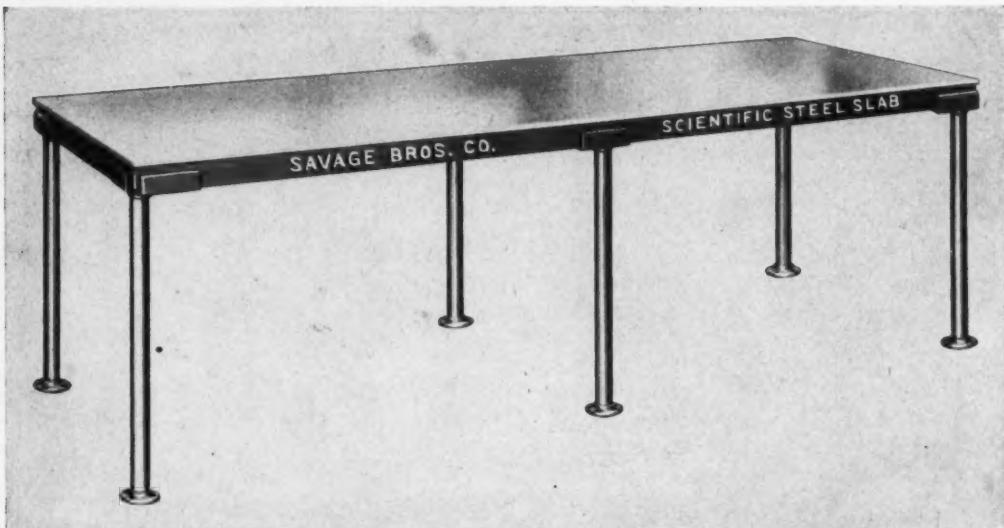
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The highest Degree of Flavor Perfection is awarded to confections made with MM&R's new and magna-ficent **MAGNA FLAVORS!** For MAGNA FLAVORS rate a kettle full of A's for Ability to Add sheer Appetite Appeal to All types of candy!

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More than 80% of all the lemon oil used in the United States is Exchange Lemon Oil. This overwhelming endorsement by the trade is your assurance that Exchange

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Powdered Pectin
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A powdered Pectin
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Every confectioner is a student of organoleptics, even though he may not call it such. The word is long, but organoleptics is nothing more than a scientific way of describing flavor—flavor that is consumer-preferred on the basis of sensory reception.

Candy manufacturers use organoleptic-appraisal for profit. Knowing that people choose with their eyes, touch and other sensory organs, compels them to use only those ingredients that have been proved best in texture and flavor.

Look to the George Lueders seal for consumer-preferred candy flavors. Through the laboratory-craftsmanship of G. L., confectioners are assured of ingredients of integrity.

Season's Flavors

Oil of Anis, USP XII, Chinese

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Maple

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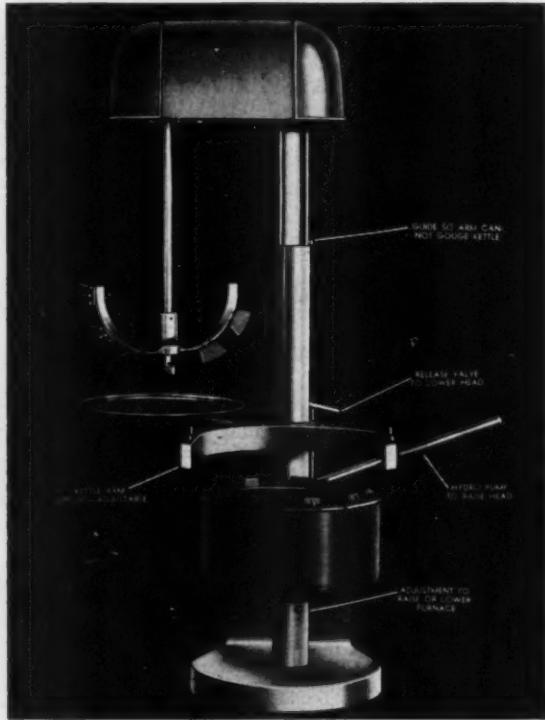
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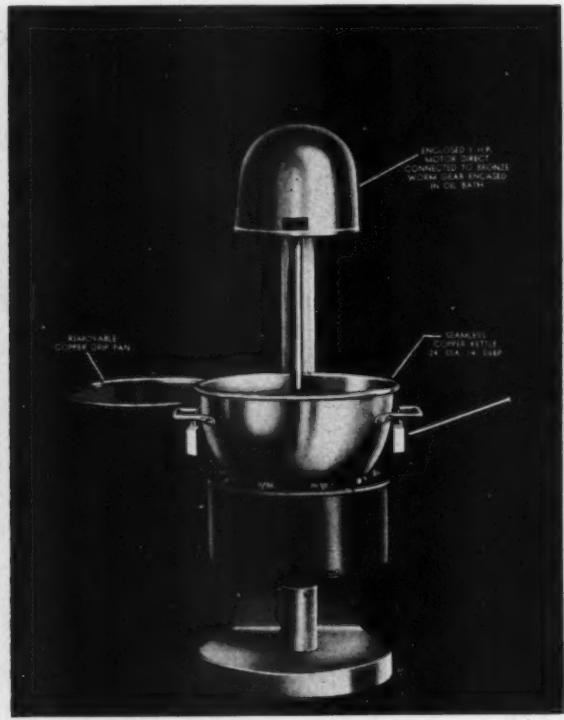
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Protection Plus! Efficiency Plus!



NOTE: The Mixing Arm swings off furnace over a copper drip pan. This enables one to keep furnace and mixer clean at all times.



The "HYDRO-LIFT" Fire Mixer is so designed that the machine may be placed close to the wall, as the mixing arm and head lift straight up.

The "HYDRO-LIFT" FIRE MIXER Means Dependability

No matter what special conditions prevail in your plant, the modern "Hydro-Lift" Fire Mixer will prove its dependability and versatility. Advanced engineering design of this economically operating, low-maintenance-cost fire mixer means protection plus . . . efficiency plus . . . and actually more for your power dollar. Complete enclosure of motor, gears, and all working parts assures highest sanitary production . . . prevents any grease from soiling or contaminating products . . . simplifies cleaning and maintenance. Reduction gears encased in oil bath provide long-lasting, quiet operation. Limited amount available immediately. *Write, wire, or phone:*

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WHAT MAVRAKOS THINKS OF EXCHANGE CITRUS PECTIN



WALTER L. STOLL
Superintendent

Fine Candies
MAVRAKOS
 4709 DELMAR BOULEVARD Saint Louis, 8
 November 25, 1946

California Fruit Growers Exchange
 Products Department
 Ontario, California

Gentlemen:

In the manufacturing of fine candies it has always been the Mavarakos policy to use only the finest ingredients and we are pleased to tell you that Exchange Brand Citrus Pectin has been our choice for making our finest marmalade and jellied pieces. These candies, whether sanded or coated with chocolate or icing, retain their freshness longer which has made them favorites of the consumer.

We have found Exchange Citrus Pectin entirely satisfactory in production - unvarying in strength and performance producing the same high quality candy from every batch.

Yours very truly,

MAVRAKOS CANDY COMPANY
Walter L. Stoll
 Superintendent



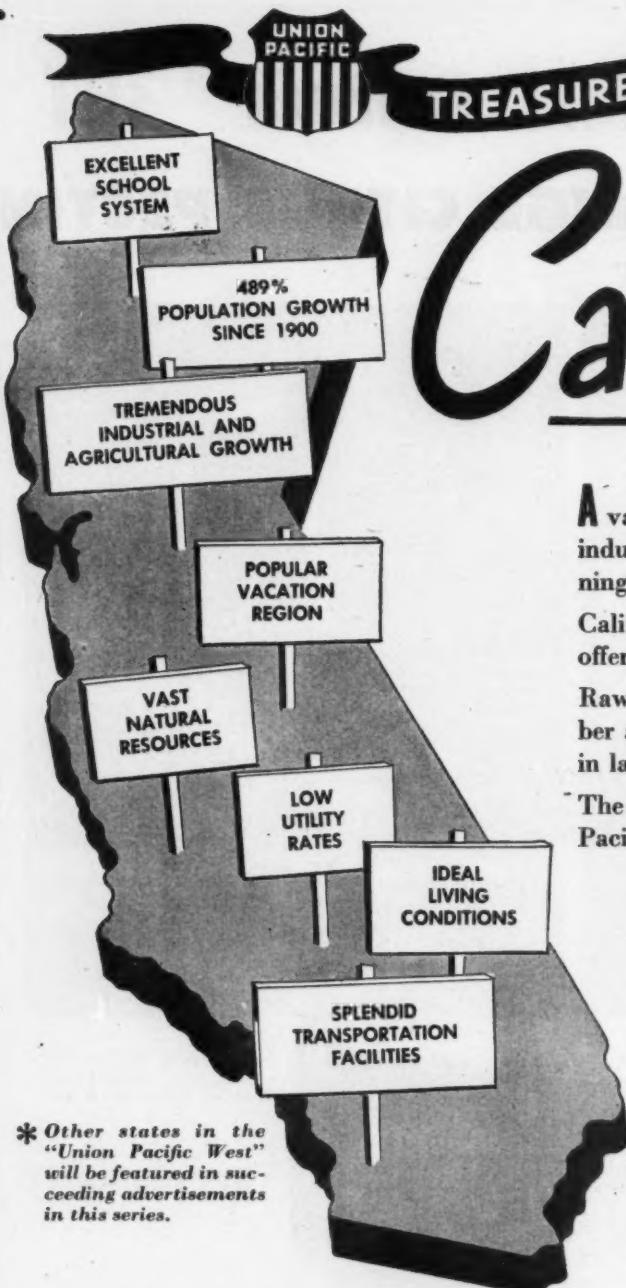
Nothing we can say about Exchange Citrus Pectin tells the story half so well as the testimony of its users — leaders in the candy industry of America.

Exchange

CITRUS PECTIN

CALIFORNIA FRUIT GROWERS EXCHANGE

Products Department: Ontario, California
 400 W. Madison Street, Chicago 6 • 99 Hudson Street, New York 13



* Other states in the "Union Pacific West" will be featured in succeeding advertisements in this series.

TREASURE MAP
OF INDUSTRY

California*

A vast opportunity for development awaits industrial and commercial concerns planning a west coast location.

California's population, steadily increasing, offers a tremendous easy-to-reach market.

Raw materials . . . minerals, petroleum, lumber and agricultural products are available in large quantities.

The Golden State is ideally located for Pacific export trade.

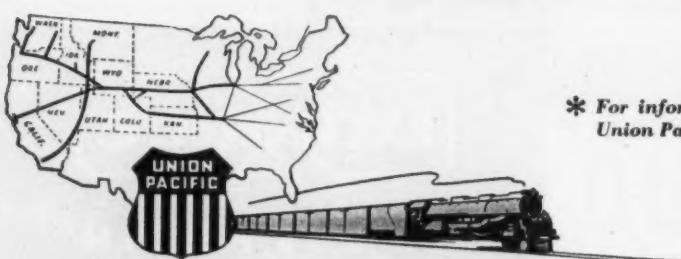
Hydro-electric power, nearby natural gas and oil fields, a mild all-year climate are industrial advantages.

Freight transportation facilities are unsurpassed. California is one of eleven western states served by the Union Pacific Railroad.

For industrial expansion, consider California. For dependable, all-weather transportation, to or from the West, we suggest —

be Specific —
say "Union Pacific"

* For information address Industrial Department,
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THE STRATEGIC MIDDLE ROUTE

CITRIC ACID



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SODIUM CITRATE



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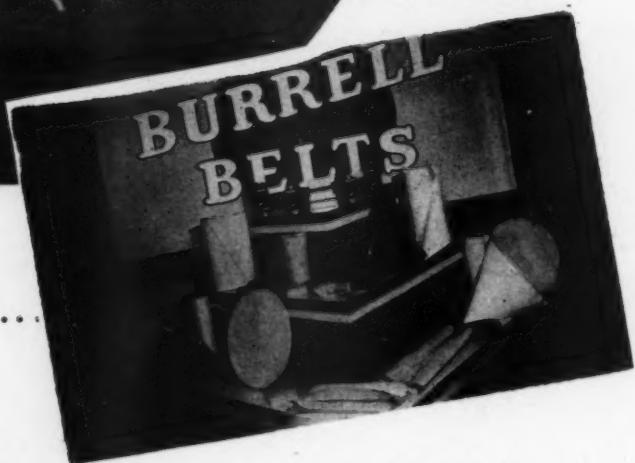
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*Burrell
Confectionery Belting*



The photograph at the left shows a BURRELL installation, showing a glazed cooling tunnel belt (dark); and a 90 degree endless turntable belt (light).

Below: A BURRELL belt is available for every purpose. Each one is designed for specific jobs. A partial list of BURRELL belts is given below.



*Among Candy Manufacturers
Who Want Only The Best in Belts . . .*

BURRELL Stands For Quality

BURRELL has been producing high quality confectionery belts at lower cost for 32 years. The use of BURRELL belts will minimize the danger of shut-downs in your plant resulting from belting failures. Many 100% BURRELL installations in the industry's largest plants prove the superiority of BURRELL products. These belts are treated to resist deterioration from heat, cold, moisture, grease, oils, stretch, shrinking, excessive wear, etc. BURRELL belts are the results of years of experience and scientific engineering and we are constantly improving our products. Write, call, or wire for recommendations.

It Is Profitable to . . .

Let BURRELL belting experience and the . . . 11 BURRELL stars help you!

- ★ CRACK-LESS Glazed Enrober Belting
- ★ THIN-TEX WHITE Glazed Belting
- ★ White Glazed Enrober Belting (Double texture; Single texture; Aero-weight).
- ★ Packaging Table Belts (Treated and Untreated)
- ★ V-Belts (endless)
- ★ Innerwoven Conveyor Belting
- ★ Batch Roller Belts (patented)
- ★ Cold Table Belts (endless)
- ★ Caramel Cutter Belts
- ★ Feed Table Belts (endless)
- ★ Caramel Cutter Boards

"BUY PERFORMANCE"

BURRELL BELTING CO. 401 So. Hermitage Av. Chicago

Strawbridge & Clothier's New Candy Department Is "Veritable Jewel"

Planned Design Boosts Candy Sales

By ADELAIDE WONSETLER

The Manufacturing Confectioner

HOW careful planning and considered study of every minute detail involved in candy merchandising can achieve a highly attractive and efficient candy department that is a "veritable jewel of light and color" appears commendably evident in the new candy department of Strawbridge & Clothier, one of Philadelphia's leading department stores. In fact, customers who have bought their candies at Strawbridge's for years as well as the many new patrons drawn to this center of good taste are as delighted as the store officials with Strawbridge's beautiful new section.

It is certainly no accident that all of the comments have been so favorable. While the average patrons see only the extremely modern counters, cases, and display

patrons and the most efficient, time, and labor saving methods for the sales people.

The candy department is in the center and left of the main building of Strawbridge & Clothier's—in an excellent position. Its sections are varied, to utilize properly all of the space available for this department. Included are the main and largest oblong section, the square and the smaller oblong spaces, as well as the aisle counters.

Everything has been custom built. All of the section bases are of metal-lined blond-finish wood. The two end sections of the largest unit are of glass and satin-finish stainless steel. These display areas are properly and beautifully fluorescent-lighted. The four rounded corners of the smaller oblong and square sections are

CASES AND COUNTER SHIELDS in Strawbridge & Clothier's new candy department are of glass, edges of satin-finish stainless steel. Everything is custom built. Thermo-pane glass in all refrigerated cases prevents the chilled areas from clouding. Counter shields are removable.



STRAWBRIDGE & CLOTHIER'S NEW CANDY DEPARTMENT: Careful planning and considered study of each minute detail involved in candy merchandising are utilized by this Philadelphia department store to make its new candy department "a veritable jewel of light and color" that daily increases sales.

shelves all beautifully lighted for the proper display of the attractively arranged candies and specialities, they are not aware of the years of planning, the many months of consultations with architects, engineers, designers, the management of the department and of the officials of the store itself. Every smallest detail was given the most careful consideration—from the position of the department in the store; the aisles approaching the section; the width of these aisles for the proper accommodation of the customers; the feet and even inches of space inside the square and oblong sections that were skillfully planned for the best service to the



also of glass and stainless steel and form decorative attention-getting display spots.

The cases and counter shields are of glass and the edges are of satin-finish stainless steel. Thermo-pane glass is used in all the refrigerated cases to prevent the chilled areas from clouding. Certain of the cases are refrigerated top and bottom and are controlled by their own special unit, located in the department.

The glass counter shields are removable to add greater space when bulk displays are planned.

Back of the counters, wide areas are scientifically laid out for the greatest comfort and efficiency of the sales people, in the packing of boxes from bulk candies,

the most convenient methods of wrapping, etc. All of the work surfaces are covered with a natural tone of plastic that is stainless and fireproof.

Raised high above the center work space, and running the entire length of the various units, are glass and stainless steel adjustable shelves that are utilized for special feature displays and flower and other decorative arrangements. All of these areas are bathed in a soft glow from hidden fluorescent lights.

The alert and courteous sales people are attired in smartly flared, crisp white dresses, with blue accents. These were especially designed for the department.



BEHIND COUNTERS wide areas are scientifically laid out to provide greatest comfort and efficiency in packing of boxes from bulk candies, in wrapping, and in handling of candy. Display areas are properly and beautifully fluorescent-lighted from strategically-placed lamps.

The buyer firmly believes that special training of all of her girls in the best ways to meet the public is highly important. She insists that the girls must be kept happy and satisfied, that a good personnel relationship be maintained between the sales people and the management. That she has been successful in carrying out these policies is attested by the fact that many of the sales people have been in the department for a number of years and have their own particular following of customers who depend on them to gratify not only their own personal sweet taste, but their desires for gifts and special features as well.

That all of this long and careful planning and the constant maintaining of the rigid high standards of the Strawbridge & Clothier store is justifiable, is proven by the splendid reaction of the customers and of the great many candy department people who have come from all over the country to see and study this completely new and thoroughly modern conception of candy merchandising. Too, as the buyer enthusiastically and proudly points out, there has been a very marked and steadily growing increase in sales from the very first day.

About the Cover

Attractive candy counter and display case at Strawbridge & Clothier's new candy department. The Philadelphia department store reports "a very marked and steadily growing increase in sales from the very first day" new department opened.

Chase Completes National Purchase: 150,000,000-Lb. Yearly Output Seen

With its purchase of National Candy Co., Chicago, completed, Chase Candy Co., of St. Joseph, Mo., is reported to have become the second largest general line candy manufacturer in the world and "by far the largest" west of the Mississippi. The transaction was in excess of \$5,500,000 and is believed to be the largest candy company transaction in history.

Purchased from Clinton Industries, National Candy Co. includes: a seven-story plant in St. Louis built in 1929, which, with its two full basement floors, comprises nine floors; and two leased properties in Chicago, each of which are five-story buildings with full basements.

The augmented Chase company now sells in all 48 states, says W. A. Yantis, president. Officers are unchanged. Principal accounting office will be in St. Louis, but Mr. Yantis and the principal executive office will remain in St. Joseph.

Three sales offices are planned. One will be in St. Joseph, one in St. Louis, and one in Chicago. The firm is placing \$40,000 in advertising monthly in 13 Mid-Western states and plans an increase to \$75,000 monthly to cover 20 Mid-Western states. It will continue to make a full line of candies.

Employs 1,800 Persons

Under its new status, Chase will employ about 1,800 persons. About 600 are now in the St. Joseph plant. Practically all personnel of the National Candy Co. have been taken over, says Mr. Yantis.

Present weekly output of the St. Joseph plant is about 700,000 pounds. With its new plants, however, the firm will be able to produce about 150 million pounds a year when sugar is again plentiful. National Candy Company's sugar base is 27,500,000 pounds. The St. Joseph plant used 8,800,000 pounds in the 1941 base year.

"Chase sales now running in excess of \$2,000,000 a month for all the plants," says Mr. Yantis. "In the next 12 months we expect them to be in excess of \$20,000,000."

A new issue of 100,000 shares of 5 per cent cumulative preferred stock, series A, of the Chase Candy Co. has been made a public offering by a banking group of 33 underwriters headed by F. S. Yantis & Co. and H. M. Byllesby & Co., it is also reported.

The stock is being offered at \$20 per share. Preferred is convertible into common stock on the basis of one and one-half shares of common for each share of preferred. Proceeds from the financing, along with proceeds from the sale of 170,000 shares of common stock to be offered stockholders at \$8 per share and two and a half million dollars of 4 per cent sinking fund debentures which have been sold to two large insurance companies will aggregate about \$5,700,000 and will be used for the acquisition of the National Candy Division of Clinton Industries, Inc.

Net earnings of Chase Candy Company have shown sharp increases in the past five years. Net, after all charges including provision for federal taxes for the year ended June 30, 1946, was \$427,473 as against \$206,580 in the preceding year; \$171,614 in 1944, \$92,370 in 1943 and \$34,310 in 1942. Net for the four months ended Oct. 31, 1946 was \$366,284. Net of National Candy, after all charges and taxes, for the first ten months of this year was \$791,215 as against \$323,721 in 1945.

Chase Candy Company will pay a quarterly dividend of 20 cents per share on the common stock on Feb. 15.

Flavor Reversion in Soybean Oil

By CALVIN GOLUMBIC, C. J. MARTIN, and B. F. DAUBERT*

Department of Chemistry, University of Pittsburgh

THE literature on flavor reversion of soybean oil to 1941 has been reviewed by Bickford (1). During the war years apparently only one publication (2) on the subject has appeared despite the fact that this kind of flavor deterioration was of considerable concern to the fat industry as a consequence of the increased use of soybean oil.

There is more information available on flavor reversion in hydrogenated linseed oil. Lemon (3, 4) and McFarlane and co-workers (5, 6) have actively pursued this problem in recent years. Lemon (3, 4) has advanced the hypothesis that flavor reversion in hydrogenated linseed oil is apparently caused by an isomeric linoleic acid produced by hydrogenation of linolenic acid. Recently, however, it has become apparent that linoleic acid itself (7, 8) may also serve as a precursor of the iso-linoleic acids in the hydrogenation process. McFarlane, *et al.* (6), proceeding on the theory that linolenic acid is the causative agent, have recently announced the preparation of a non-reverting linseed shortening obtained from linseed oil subjected to heat polymerization and solvent segregation.

The present investigation on flavor reversion of soybean oil has been undertaken with no *a priori* notions of the causative factors involved. It is hoped that in this way a fresh and unbiased approach to the problem can be made.

Accelerating Reversion Process

Of prime importance in the study of flavor reversion is the development of a suitable method for accelerating the reversion process. In this report various techniques for catalyzing reversion have been studied, and the changes produced in the different treatments have been examined spectroscopically and organoleptically. With the experience gained from this study isolation of the causative factors has been undertaken and the progress to date is given in this report. While the latter phase of the work is no wise completed, it is hoped that the information obtained may serve as a useful guide to others engaged in similar lines of research.

The soybean oil employed for the present studies was a commercial alkali-refined grade.³ All experiments were conducted on portions of the same sample of oil.

Deodorization of the refined soybean oil was carried out at 1 to 3 mm. pressure and 200° C. for one

* This highly informative article is the first of a series on flavor reversion and is used through courtesy of OIL & SOAP.

¹ The generous financial assistance of the National Association of Margarine Manufacturers is gratefully acknowledged.

² Contribution No. 592 from the Department of Chemistry, University of Pittsburgh.

³ Supplied through the courtesy of A. A. Robinson, Standard Margarine Company.

⁴ Fisher adsorption alumina for chromatographic adsorption, Fisher Scientific Co., Pittsburgh, Pa.

hour in an apparatus described by Bailey and Feuge in (9) below.

All solvents were subjected to purification procedures before use. Chromatographic adsorptions were made in small columns (37 x 0.6 cm.), using Fisher's adsorption alumina.⁴ The adsorptions were

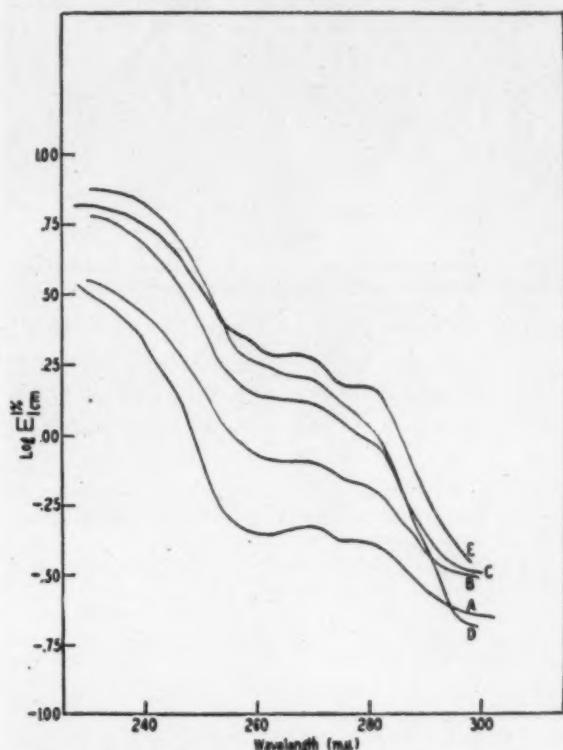


FIG. 1. Absorption Curves of Variously Treated Samples of Alkali Refined Soybean Oil.

- A. Original Oil.
- B. Deodorized.
- C. Deodorized and Heat Reverted.
- D. Deodorized and Heat Reverted Six Successive Times.
- E. Stored at Room Temperature for Six Months.

made from petroleum ether, which was also used as the developing solvent. Mixtures of methanol, chloroform, and acetone were the eluting solvents.

The Beckman quartz ultraviolet spectrophotometer was used for determination of ultraviolet absorption spectra. The spectrophotometric analyses on alkali-isomerized soybean oil were carried out according to the method of Mitchell, *et al.* (10) as modified by Baldwin and Longenecker (11).

Iodine values were determined by the approved A.O.A.C. method, using Wijs reagent for a 30-minute reaction period. Peroxide values were measured by a

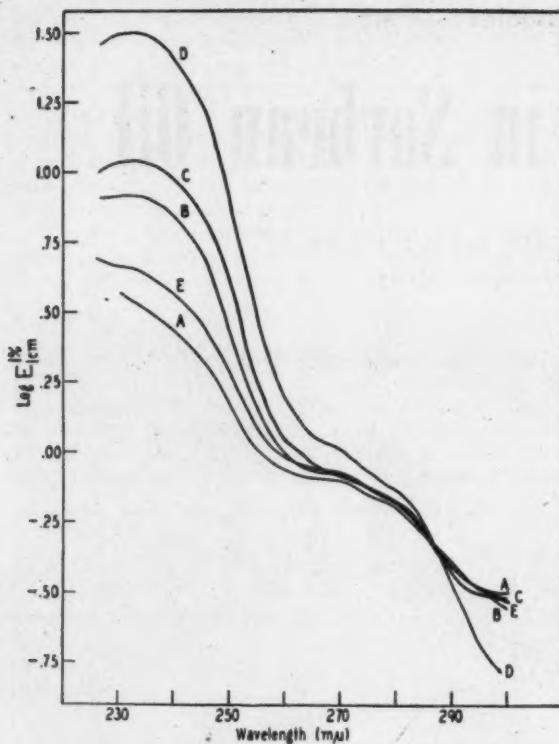


FIG. 2. Absorption Curves of Refined and Deodorized Soybean Oil After Exposure to Visible and Ultraviolet Radiation.

- A. Original Oil.
- B. Exposed Four Hours to Visible Light (G. E. R-40 Reflector Drying Lamp).
- C. Exposed Eight Hours to Visible Light (G. E. R-40 Reflector Drying Lamp).
- D. Exposed Sixteen Hours to Visible Light (G. E. R-40 Reflector Drying Lamp).
- E. Exposed Two Hours to Ultraviolet Light (G. E. B-H-4 Lamp).

modified Wheeler method (12) and are expressed as milliequivalents of sodium thiosulfate per kilogram of fat.

Low temperature fractional crystallization of soybean oil was accomplished by techniques now in common use (13). Where very small scale crystallizations were necessary, the micro centrifuge filter of Craig and Post (14) was used.

The panel for organoleptic detection of reverted flavors was composed of a group of five subjects who became thoroughly acquainted over a period of many months with the flavors produced in soybean oil by a variety of treatments. Whenever possible, flavor tests were made on a comparative basis and no more than two samples were compared at any one time. The subject was asked to note the presence or absence of a reverted flavor and any difference in the degree of reversion. When strongly reverted samples were compared, they were usually diluted equally with mineral oil before tasting.

Producing "Reversion" Flavors in Soybean Oil

(a) Heat reversion. A flask containing the soybean oil was immersed in an oil bath and heated with intermittent stirring over a period of one-half hour until the temperature of the soybean oil reached 200° C. The oil sample was then rapidly cooled by means of a cold oil bath and finally by a water bath. All operations were conducted in as reproducible a manner as possible.

(b) Light reversion. For producing reversion by visible light, a 10 cc. sample of refined and deodorized soybean oil was placed in a 4-inch crystallizing dish which was then immersed in a constant temperature bath maintained at 45.5° C. The even layer of oil was exposed to a 250-watt G. E. reflector-drying lamp (15) placed 3½ inches directly above the surface of the fat. Since this infrared lamp generated intense

heat, it was necessary to pass a slow stream of cold water through the thermostat to maintain a constant bath temperature. Under these conditions there was not more than a slight rise in temperature (less than 2°).

Ultraviolet treatment of the oil was carried out by means of a G. E. 100-watt, B-H-4 bulb. This lamp emitted light mainly in the range 310 to 435 mμ with maximum intensity of 360 mμ. The fat sample (10 cc.) was placed in a 4-inch petri dish and exposed three inches below the mercury arc of the lamp.

Results and Discussion

The absorption curves given in Figure 1 show the spectral changes produced in alkali-refined soybean oil by deodorization, heat reversion, repeated deodorization and heat reversion, and shelf storage. Each of these treatments causes an increase in the absorption in the region below 285 mμ. Inflections in the vicinity of 270 mμ are present in all of the samples, but maxima at 234 mμ, characteristic of diene conjugation, are absent. Both the alkali-refined and shelf-stored oils show the fine structure in the region of 270-280 mμ that is indicative of triene conjugation. These characteristic peaks nearly disappear upon deodorization and heat treatment, yet the general absorption in the 270-280 mμ region increases. A similar behavior in the heat treatment of linseed oil was noted by Bradley and Richardson (16) who attributed it to the formation of cyclic dimers which have only general absorption in this region. Another possible explanation for the presence of inflections in the vicinity of 270 mμ is the formation of unsaturated carbonyl compounds (17).

The effect of irradiation of alkali-refined soybean oil with visible and ultraviolet light is shown in Figure 2. The samples exposed to visible light are found to have maxima in the region of 234 mμ, indicating the formation of conjugated diene substances. Irradiation with ultraviolet enhanced only the general absorption in the region of 234 mμ. The effect of visible and ultraviolet irradiation on absorption in the vicinity of 270 mμ is small and probably not significant. This is in marked contrast to the results obtained by heat reversion where pronounced increases in general absorption were found to occur in the 270 mμ region. Probably this is indicative of more deep-seated changes in heat reversion than in light reversion.

Flavor Changes Characteristic

Both techniques of reverting soybean oil produced characteristic flavor changes. The heat-reverted oil was usually described as fishy or painty. The flavor of the ultraviolet-irradiated oil was more difficult to describe and was characterized by a drying sensation in the roof or back of the mouth. The visible light-reverted samples were by far the easiest to recognize. They were always described as grassy or hay-like and left little or no aftertaste. These flavors were found to become more pronounced with increasing lengths of exposure.

Among the several techniques examined for catalyzing reversion the procedure employing the G. E. reflector-drying lamp has a number of advantages over the other methods. These may be enumerated as follows: (a) The reversion catalysis is rapid. In most instances it can be accomplished in a period of approximately one-half hour. (b) The oil can be reverted unaccompanied by the uncontrollable factors introduced by heating the oil at high temperatures. (c) The flavor test of the oil after reversion is distinctly characteristic and produces similar taste sensations in different individuals.

In the hope that flavor changes produced by light could be correlated with some measurable property of the oil, a study was made of the changes in ultra-violet

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New Electronic Microscope Promises More Precise Scientific Candy Data

"Super-Eye" 'Scope Analyzes Candy

General Foods Studies Cell Structure Changes During Candy Production

A \$25,000 electronic "super-eye" microscope now being used at the General Foods Central Laboratories, in Hoboken, N. J., promises both candy manufacturers and scientists more precise knowledge of the myriad changes to cell structure of candy occurring during various steps in the manufacturing process as well as the answers to problems that have baffled food technologists for years. The laboratories are reported to be the first major scientific center of the American food industry to employ such an RCA electronic microscope, and staff research members hope to determine a method of even further improving the flavor and texture of candy.

This electronic device is stated nearly 100 times more powerful than the most efficient light-type microscope in use at present and makes possible magnifying a particle 200,000 diameters. Its development says Dr. Cornwell Shuman, director of physical research at the laboratories, brings to man a whole now "unknown world" which, heretofore, has been out of the visual realm of scientists. It makes possible refinements in manufacture which could only be accomplished by guess work in the past.

Technologist Benefits

"Fundamentally," says Thomas M. Rector, vice-president in charge of research at General Foods, in commenting on the far reaching possibilities of the "super-eye" microscope, "candy and food processing consists of exerting physical and chemical changes on the natural element. The important thing for the technologist to know is exactly what he is doing to the candy or food by processing. The electronic microscope enables him to find out this information, whereas, in the past, he was limited as to what he could see."

The microscope itself is quite large, in comparison with other instruments now in use and stands well over seven feet in height. It has a conveniently located front control panel set on an angle to facilitate reading the various meters and manipulating the few simple control dials.

Precise and minute control is maintained at all times over the focus and magnification of the object in the microscope by varying the voltages of the many complicated electronic circuits.

An added feature is a camera device incorporated within the microscope which permits the operator to photograph the object he is viewing on the microscope screen, thereby making a permanent record of his findings.

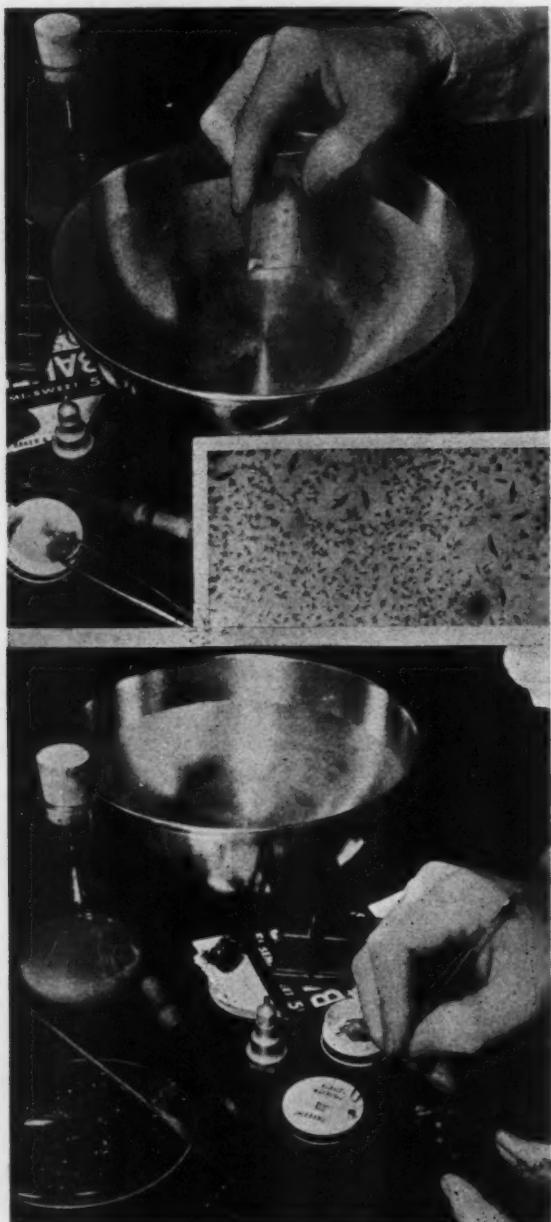
It is expected that this 20th century "super-eye" will be of immeasurable value to the manufacturer in his

DR. CORNWELL SHUMAN, director of physical research at General Foods Central Laboratories, Hoboken, N. J., places tiny screen holder (top photo) into microscope's specimen chamber, after which opening is sealed and vacuum created. BELOW: Dr. Shuman chips off portions of bar random-picked at candy counter for microscopic analysis.



attempt to bring about further refinements in the texture and flavor of the candy and food which he markets. In the tests thus far conducted in the laboratories at General Foods, it has already demonstrated that it will have an important bearing on the improvement of chocolate by disclosing the manner in which the various ingredients are blended together and affected in processing.

One of the most important factors resulting from the great magnification of the microscope is the determination of the relationship of the chocolate to cocoa butter and fat. In the past chocolate processing has been largely developed by a "rule-of-the-thumb" method, it is stated.



CHOCOLATE PARTICLES are dusted onto glycerine-surfaced bowl of water (top photo), tiny one-fourth-inch "screens" then placed on top of candy dust are picked up by slides. Insert shows chocolate particles magnified 20,000 times. Dr. Shuman (bottom photo) uses tweezers to place tiny screen on holder.

Up to now, the scientist has had no means to determine the exact reasons for the specific results of his process. Much of the research done in the development of fine chocolate has consequently been accomplished through trial-and-error methods and mainly through lack of adequate equipment for checking the various processes, it is explained.

Taste, Texture Related

As has long been known to manufacturers of fine chocolate, the "feel" of a candy bar, as it melts in the mouth, has a great deal to do with its flavor. A smooth, fine texture will suggest a good flavor, whereas a rough, grainy texture carries with it the suggestion of a poor flavor. This structure, or texture, is directly related to the size and shape of the tiny particles of chocolate which are now visible, for the first time, through this electronic microscope. Each of these tiny particles is made up of complicated cell structures, each related to the other, and each having a direct bearing on the final achievement. The scientist is now able to conduct a step-by-step study of this cellular structure through each successive step of processing, the laboratories report.

Though the microscope itself is quite large, it is necessary to use great care in obtaining most minute particles of substance for viewing. This is due to the great magnification afforded.

Method Used

The process used in testing the chocolate at General Foods requires great care and delicate manipulation. To obtain the small bits of chocolate necessary, the bar was first "dusted" onto a glycerine-surfaced bowl of water. To collect the dust particles, tiny one-fourth-inch screens are carefully placed on top of the candy dust in the bowl. An ordinary microscope slide is then used to pick up these screens.

Only one of these tiny screens is used when operating the microscope. It takes a steady hand and great care to place the screen on the huge microscope's view holder. The task is performed with the aid of a pair of tweezers as shown in the photo at left.

Once the screen has been placed into the holder, it fits into a delicately machined part of the microscope. At this point the opening is closed off and tightly sealed. Operation of similar electronic instruments indicates that a vacuum is created within the microscope to permit the bombardment of the dust particles with a stream of electrons. Variations in this bombardment caused as it strikes the chocolate particles is reflected through the delicate electronic circuits of the 'scope. Due to the peculiar characteristics of the vacuum tube, several of which are the heart of the microscope, it is possible to utilize the minute variations in voltage, and, through several stages of amplification, similar to the workings of a radio, reproduce the particles on the viewing screen of the 'scope in a greatly magnified state. It is this reproduction, brought about by the phenomena of electronics, which will afford the scientist the opportunity to know, what, in the past, he could only guess.

"General Foods research scientists", states Mr. Rector, "are making a careful and complete study of the analysis made possible by the electronic microscope. They expect, in the end, to discover the heretofore hidden secrets which will enable them to vastly improve the quality, texture, flavor and color of the chocolate."

This highly important scientific discovery, in the opinion of the scientists at the General Foods' laboratories, is expected to open the way to far reaching knowledge in the manufacture and processing of candy, as well as all other foods.



THE Manufacturing RETAILER



How to Make Taste-Appealing Bon Bons

By JAMES E. MAYHEW

THE retail candy manufacturer is in a good position to feature a choice line of fresh dipped bon bons. Very popular, they will add prestige to candy packages and can be made with a wide range of centers, flavors, and colors. Care should be taken, however, to make only a small amount at a time and always to keep them fresh.

A very fine quality bon bon cream can be produced with mechanical cream beaters and steam heat to melt the cream. An excellent cream, however, can also be made by hand on a marble cooling slab. With a double boiler and an electric or a gas stove for melting the cream; with a variety of plaster of Paris molds; with starch trays, moulding starch, wax paper, and a number of bon bon dipping forks, you are then in a position to turn out a tempting, delicious, and appetizing assortment.

Care Required

Every care should be taken when you are making bon bon dipping cream for it should be a perfect, smooth cream fondant, cooked high enough when you add flavor, color, and plain syrup to reduce the dipping cream and to produce an even smooth dip in every center. It should also (1) have body enough to leave a figure or raised design on each piece, (2) have enough body to dry with a perfect luster or finish, and (3) set firm enough so as to permit handling the bon bons when packing without marring the finished goods.

With care and practice, a girl can soon master the art of bon bon dipping to the extent that she will merit customers' praise and admiration for your firm's quality candy.

For dipping bon bons, use a double boiler with a small electric or gas stove. Melting the cream fondant over a hot water bath saves the cream from receiving too strong and direct heat. You will also be able to reduce and control the cream fondant to such consistency that it will cover the centers completely, leav-

ing a smooth cream, luster, and finish that mean success.

Every bon bon dipper should have a bottle of plain syrup on hand to reduce the cream fondant to the proper consistency. If you don't use enough syrup, the cream will be too heavy to coat the centers. If too much is used, the cream will be too soft and will not hold the design or mark. In this case, too, the bon bons will spread and leave feet. The goods, also, will be too soft for packing and handling.

Check Heat, Syrup

Another point to watch is to have the right amount of heat and reducing syrup. If the proper amount is used, the cream will set perfectly. If too much heat is applied when dipping, the bon bons will show white spots. If too much stirring is done when the cream is mixed, the fondant cream will be coarse and grainy, and the finish and luster will disappear.

When dipping the centers, the cream fondant should cover the center and leave no spread or feet on the bon bon but rather just a smooth finish with the mark or design made by the dipping fork.

It is advisable to start with a few pounds of bon bon dipping cream, so as to learn how best to handle this cream and to avoid too much waste and grain. It is also well to gain some practical experience on how to handle the bon bon dipping forks and on the right amount of plain syrup to use for proper results.

Color in Pastels

Flavor and color should be added when preparing the cream fondant for dipping. Color the bon bons light pastel shades. Be sure the coloring has been properly dissolved before using, or it will leave dark specks in cream when dipped.

Care and precaution count a great deal, it will be found, in making a perfect bon bon cream fondant.

When cooking in an open kettle, the sugar and water should be dissolved over a low heat, until the sugar is all melted. Then cook the batch over a quick and strong heat. Care must be taken, however, that no grain forms on the kettle anywhere. When this batch is finished, there should not be any grain in the syrup when poured in the cooling slab.

The cooling slab should be sprinkled with cold water before the batch is poured. After pouring, sprinkle all over lightly and quickly some cold water to stop any grain that may form. It is best when pouring this syrup to spread it all over the cooling slab, so that no hot spots will form and cause the syrup to grain.

Your cooling slab should be large enough that the fondant syrup will be a half-inch deep. Let cool to 90° F. Then start mixing and cream this fondant until it sets up in a firm mass. Cover with damp cloth; or place in earthen crock, cover with damp cloth and cover. Let stand a few hours or until next day to melt down.

You should then have a bon bon cream fondant that is as smooth as silk and will work perfectly.

Bon Bon Cream Fondant

30 pounds, granulated sugar
20 pounds water.

Dissolve sugar and water and cook to 244° F. Then add:
4 sheets of gelatin that has been soaked in water or
1 ounce of ground gelatin—2 ounces water. Let stand 1 hour.

Place the gelatin in the batch as you take it from fire.

Watch that the gelatin does not run the batch over.

Straight Bon Bon Cream Fondant

This batch is made in the same way as the bon bon dipping cream. No gelatine is used in this formula, however, as it is used for centers

(Please turn to page 69)

AMCC Honors Past Presidents at Dinner;
Billion Dollar Sales Volume Prophesied

Sales to Equal '46 Confectioners Told

Continuation of a candy seller's market and sugar allotments in 1947, and sales volume "at least equal" to that of 1946 were prophesied by Samuel D. Fried, president of Up-to-Date Candy Mfg. Co., New York, at the recent 30th anniversary past presidents' dinner of the Association of Manufacturers of Confectionery and Chocolate in Manhattan's Hotel Pennsylvania. Mr. Fried, who is also AMCC president, cautioned, however, that "with buyer's markets reasserting themselves in many fields and with business generally being more solicitous of the average consumer," manufacturing confectioners "would do well not to be too independent" about their current "advantageous bargaining position," lest loss of the public's goodwill ensue.

In commending AMCC's past presidents for their service to the confectionery industry, Philip P. Gott, president of the National Confectioners' Ass'n, stressed that "national and international peace presupposes individual, and industry peace and harmony" and that the work and cooperation of the AMCC officials, in accordance with these tenets and principles of our economic philosophy and government, have contributed greatly to upbuilding of the confectionery industry. He expressed "sincere appreciation" of all members of NCA for their endeavors.

William F. Heide, A. M. Kelly, Charles F. Haug, Claude S. Allen, Frank Kobak, James Cronin, Herman L. Hoops, and Irvin C. Shaffer also were included in the evening's program. Father Herman Heide delivered the invocation.

Dinner Committee Members

The dinner committee included: David P. O'Connor, chairman; William F. Fischer; Frank Forbes; A. M. Mullens; George P. Engel; and Harry Lustig, secretary.

Although confectionery "remains one of the few lines still hampered by war-created supply difficulties" and sugar will still be on an allotment basis in 1947, Mr. Fried indicated "it is to be hoped that the situation will improve with each passing month." It would be "unrealistic," he added, however, "to expect normal sugar supplies before 1948—unless the unforeseen should somehow change this situation."

Because of limited supplies and generally healthy purchasing power, candy manufacturers "may look for a continuation of a seller's market" for 1947, Mr. Fried explained. He warned, however, that "during the war, when all businesses had to lower quality and service standards, the consumers accepted the condition as being another war casualty," which they understood "even though they didn't like it." The present advantageous

bargaining position, he went on, should not be permitted, however, to let become a cause of "forfeiting long-term goodwill for a short-term gain." The confectionery industry "possesses no more valuable asset than the public's goodwill," he asserted.

"I think it can be said that in 1947 our sales volume should at least equal 1946—and exceed it as our supply position improves," Mr. Fried prophesied. "Prices, on the average, should remain firm early in the year and possibly recede somewhat in the latter half with increased production. Profits on the whole should compare favorably with last year's."

"Beyond 1947, as the economy shifts from the primary to the secondary phase of postwar prosperity, the candy business has an opportunity to experience a period of real growth. We can best grasp this chance to broaden our market by producing the finest quality candy of which we are capable—and *by pricing it wisely*. A prudent price allows value to the buyer and a reasonable profit to the seller. An ever growing public of satisfied candy consumers is the only safe foundation on which we can build our future. Any other basis is bound to prove a passing mirage and a keen disappointment."

"A significant increase in the output of our plants should provide the means to effect the efficiencies of mass production. Unit costs should be lower—quality, uniformly higher. This is true economic progress and the only sound way to provide more for both management and labor."

Billion Dollar Volume Seen

"It may well be that the next five years will see our industry achieve a billion dollar sales volume. To reach this goal represents a real challenge and a great opportunity."

Mr. Fried warmly lauded AMCC's past presidents for their "work of organizing the association and guiding it through its difficult years of adolescence" by giving unselfishly of their time and energy.

"They overcame the initial inertia of the industry to this new, progressive form of cooperation," he stated. "Their perseverance and wisdom have made it possible for us to celebrate tonight 31 years of respected tradition."

Mr. Gott termed it "particularly significant" that the anniversary dinner was intended to honor individuals, "in these days when so much consideration is being given to material and scientific developments."

"During this period of international confusion," he continued, "during this field day for the probbers where practically no part of the world is sufficiently unimportant to attract a government-financed inspection trip, when international conferences are as commonplace as the conversations of Bridget over the back fence, it is with a deep sense of gratification and humility that I am privileged to join in honoring these past presidents."

Praising the AMCC presidents as men who "recognize the value of our free enterprise system" and "have sought no government subsidy to keep them in business," Mr. Gott stated:

"In accordance with the principles of our economic philosophy; the tenets of our republican form of government; and the religious ideals of fairness and equity, of brotherly love, and of human kindness, they have worked and played with their fellowmen; they have devoted their time, their energy, and their substance to the upbuilding of their industry."

Candy Packaging

FEBRUARY, 1947



Fact Labeling Stimulates Sales

Informative labeling and advertising must be considered a challenge which astute businessmen today cannot afford to regard as small talk, a marketing authority asserts in this interesting article. Consumers need and want intelligible facts. Cash registers will ring for the merchandisers who supply them to customers.

Fact labeling of candy packages and shipping containers offers manufacturing confectioners an economical and simple method of both stimulating sales and quickening handling and delivery, recent studies indicate.

"Just as the war brought a rapid advance in industry's technical and scientific progress," says Alfred Schindler, former Under Secretary of Commerce, "so it brought about a change in the consumer's purchasing habits. Under rationing consumers became more careful of their expenditures of 'ration currencies' than they were of their monies."

As a result, he points out, advertising played a highly important role in the nation's economy, in that it helped millions of persons to make clean-cut buying decisions swiftly and surely. People sought out the brand name and the label, for it was their only assurance that they were getting real value for their ration currencies and monies.

Question of Value

This question of "value" is still predominant in the public mind and "will become more so if prices continue to rise," Mr. Schindler asserts. The new approach to buying, also, should "certainly stir business competition," he adds.

Although brand names, thanks to advertising, have become household bywords as assurances of both quality and value, they are not enough for today's consuming public, Mr. Schindler states.

"The consuming public wants to know *more* about what it is buying," he says. "There are many brand names. Whose brand is better? What are the features of one brand as compared with another?

"For the buying public, it is no longer merely a question of value alone. It is not even a question of equal value. It is a question of *better* value. This is evidenced by the growth of consumer groups and by the measures industry itself has taken to obtain labels of quality approval from various testing organizations."

Businessmen must consider this increasing demand for more informative labeling and advertising as a challenge which they cannot afford to regard as small talk, Mr. Schindler suggests. The popularity of informative labels

and informative advertising, he points out, was recognized even before the war by far sighted merchandisers.

"Their cash registers," he explains, "quickly told them that it was good business from the profit standpoint to give consumers what they want and consumers generally want what they understand. Facts are not destroyed by our failure to give them recognition," he cautions.

Consumer's Psychological Reaction

Mr. Schindler poses and answers the question as to what happens psychologically when a person gets "stuck" on some product he bought: If it is in an advertised product, the consumer loses faith in advertising. But whether or not it is an advertised product, it is reasonable to believe the consumer loses faith in American business as a whole and in the particular company specifically.

"An informative label is the best method of guarding against action of this kind," Mr. Schindler feels. "In effect, it not only strengthens consumer reliance in the producer's good faith, but it enables the consumer to determine for himself whether or not he will get 'stuck' if he buys that product.

"Informative labeling is not grade labeling. Grade labeling is only a part of informative labeling. To most consumers the brand is an assurance of quality and value. But an informative label is a method by which a producer aids a consumer in making a choice. With a multitude of purchases to make daily, the consumer *needs and wants* intelligible facts presented in simple, easy-to-grasp, quickly understood form, on the product he buys.

"Thus, while the brand name in itself is a good advertising medium, the addition of a descriptive or informative label is a business stimulant. It makes sales simpler and buying quicker. It stimulates competition and makes for an ever-increasing desire to improve a product above and beyond that of a competitor's. In short, it is a dynamic way of doing business."

Greater consumer interest in the given product and resultant larger sales would also ensue, Mr. Schindler states, by incorporating informative or descriptive labeling into the firm's advertising. In addition to the usual



"SHOPPER STOPPER"

LUSCIOUS marshmallows, temptingly displayed in a trim overall wrap of sparkling cellophane—that's a combination calculated to catch the eye and loosen the purse strings of any shopper. And, like the vast majority of other candy and food manufacturers, the makers of Campfire Marshmallows have chosen our Model FA machine to supply their product with this quality wrapping.

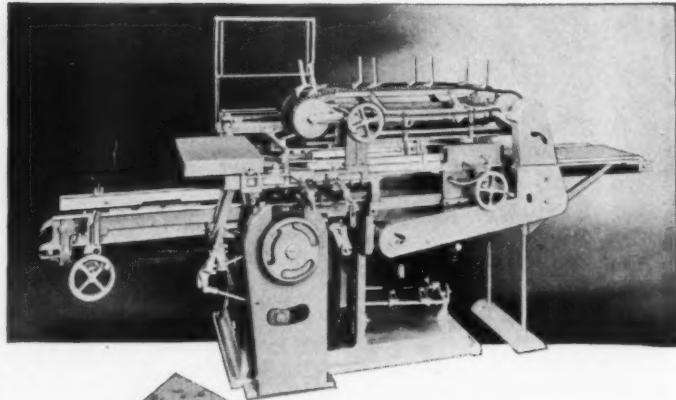
The Model FA is especially well adapted to the needs of confectionery and food manufacturers, because of its extreme versatility and speedy, economical operation. For example, some manufacturers are now wrapping an entire line of as many as 8 or 10 items on a single FA machine.

Wraps up to 100 packages per minute with only one operator in attendance. Simple adjustments for changing over from one package size to another can be made in a few minutes by the operator. Uses virtually any type of plain or printed wrapping material, registering printed design with unfailing accuracy by means of a highly perfected electric eye.

We'll be glad to send you information and literature on the Model FA, or to discuss with you personally the part it might play in your packaging plans. Consult our nearest office.

PACKAGE MACHINERY COMPANY
Springfield 7, Massachusetts

30 Church St., New York 7 • 111 W. Washington St., Chicago 2
101 W. Prospect Ave., Cleveland 15 • 849 Marietta St., N. W., Atlanta 3
443 S. San Pedro St., Los Angeles 13 • 320 Market St., San Francisco 11
18 Dickens Ave., Toronto 8



The Model FA produces flawless wrapping of products in open boats or in cartons with or without extension edges

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

brand name and colorful phrase indicative of today's advertising, the new type advertisement would also "speak of such things as the relative merits of the product."

Increased protection for reputable manufacturers against the fly-by-night operator is also possible through use of fact labeling, Mr. Schindler suggests. In this type of competition, the fly-by-night has the advantage because the reputable firm is handicapped by its own integrity.

Granting that, as a protection against these conditions, many testing and labeling methods and organizations have grown up and much industry buying has been placed upon the basis of purchasing contract specifications, many small businesses and "certainly ultimate consumers" still must depend upon somebody's stamp or label and name, he insists.

These small businesses and ultimate consumers, he explains, cannot use the method of contract buying on specifications, as they do not buy enough of one item and cannot afford the technicians to draw up specifications.

"Today, with our modern packaging methods, it is hard to tell the best products from mediocre ones through the attractiveness of the protective container. Only an honest label can be depended upon as a guide to value. Consumers find the voluntary identifications or labels guaranteeing, in a preliminary way, between items having some definite rating and those that do not. Once a consumer decides to buy goods having a standard rating, the usual preference for individual brands apply."

Help Establish Tradename

Importance of how informative labeling can effectively establish a firm's tradename should also be considered, as surveys have indicated over 50 per cent of retail sales may be due to the selling power of a well established tradename.

Informative labels also can be utilized (1) to train salespersons by giving accurate information about the product to new personnel—a highly important feature in today's tight labor market; (2) help customers make the proper initial selection and thus cut losses on returned goods; and (3) improve customer relations by infusing buyers with confidence in the quality and value of the product.

Handling and delivery can be efficiently and economically quickened and improved, too, through fact labeling. PRINTERS INK also indicates. That this is becoming more recognized is shown by the report's announcement that, "in the last few months more manufacturers have redesigned their shipping containers, and more attention is being paid to stamping the cartons with labels, designs, trademarks, and other devices of brand identification."

Points to be considered in fact labeling of this type include:

1.—*Adequate identification of merchandise inside by size, quantity, and product.* Manufacturers who stamp cartons with code numbers make it difficult for wholesalers and retailers. Although buyers may have a handy reference catalogue of code numbers, the receiving and shipping departments actually handling the cartons too often find the code symbols and numbers unintelligible.

2.—*Leave space for the wholesaler to readdress the cartons.* This saves rewapping by the wholesaler and loss of time that may mean lost sales at retail.

3.—*Size order most frequently requested by the retailer.* Many companies send out bulk orders in cartons

matching the size of wholesale orders and disregard the fact that the wholesaler must break down the shipment into quantities matching orders from his retail trade.

"Properly prepared labels for use on bulk shipments of candy are an investment rather than an expense," says Harry Siegel, of Ever Ready Label Corp., New York. "Carriers, responsible for the safe arrival of perishables, are constantly alerting their employees as to the importance of printed warnings on labels."

Shipping labels can reflect the personality of the manufacturer without detracting from the warning message, he suggests, and cites the label used by Princess Conde, of New York and Florida, as an example.

This label is printed in red and brown on cream-toned paper. At the top of the label, in reverse lettering, is the warning, on a red background: "KEEP AWAY FROM HEAT." At the bottom is another message of caution: "FRAGILE—HANDLE WITH CARE—PERISHABLE." The signature of the manufacturer, plus a decorative "coat of arms" trademark, highlights the label without minimizing the words of caution. In addition, the label carries this request: "PLEASE EXAMINE CONTENTS IMMEDIATELY UPON RECEIPT," plus a space for the shipper's order number.

"This label," he comments, "is an outstanding example of what can be accomplished by careful planning and skilled arrangement, together with the selection of an experienced exclusive printer of labels that "go places and do things."

Careful handling in transit, expected of carriers by all manufacturers of confectionery, he suggests, can be accomplished by thought and preparation and attention to the small details in your labels. Labels should get across their message at a glance. They should leave nothing to the imagination, should "pack a punch," and should command attention.

As an example of further increasing consumer acceptance and goodwill, he suggests consumers be told legibly the contents of the packages they buy.

Consumers Label Conscious

"Every manufacturer should be proud of the ingredients used in his confections," he points out. "All too often the consumer, who by this time is label-conscious will discover the ingredients printed poorly in tiny type somewhere on the package. Makers of quality products should make every effort to list the ingredients close to the brand name. Some labels bear this statement: 'The best available, specially selected ingredients are used in XYZ confections.' Such a statement is welcomed by consumers and is evidence of the maker's desire to provide a high type of refreshment."

Use of informative labels to combat vicious competitive pricing is also suggested by another fact label expert. An informative tag or label on better quality merchandise, he suggests, may well justify the difference in price between the more expensive quality products and the more competitive cut-price products.

In addition, use of such fact labels or tags also conveys to reselling the purchaser following the sale, he asserts, in that such information will help maintain the state of mind that prompted the original purchase. At the same time, it should be noted, such fact labels provide a new means of interesting customers.

REPORT OF THE FIRST 1947, QUARTERLY CANDY PACKAGING CLINIC

CONDUCTED BY CANDY PACKAGING BOARD OF THE MANUFACTURING CONFECTIONER

Clinic Meetings of The Packaging Board are held Quarterly at M.C. Chicago offices on the 15th of these months: Jan., Apr., July, Oct.

With candy packaging in Chicago currently reflecting the Valentine theme, novelty items appear especially prominent. Toys of all types in metal, wood, plastic, glass, and paper are the tie-ins. Indicative perhaps of the post-Christmas trend to dispose of wartime merchandise, many of these toys are obviously leftovers and inferior items. In general, however, the quality and price of the novelties studied were considered satisfactory by the Packaging Clinic's experts. A considerable number of novelties, however, utilized candy that seemed somewhat old and taste-lacking.

More leatherette, rigid acetate, and round packages are being offered, it also appears. One unusual leatherette package has a split main panel that opens somewhat as a book. In attractive blue, it was noted in many confectionery and department stores.

Manufacturing confectioners' pricing problems appear noticeable, in many cases, also. One nationally known firm's package showed the obvious reduction in contents; when displayed on end it actually appeared about three-fourths full. At a drug store candy counter, a sign called attention to the fact that one national firm's bars, alone of those displayed, were selling for six or 12 cents.

CODE PK2A47

Assorted Chocolates—1 lb.—\$1.25

(Purchased in a Chicago drug store)

Description of Package: Silver, flat, full telescope, two-layer, chipboard. Cellophane-wrapped. Top half covered with silvered paper, bottom half with calendered white.

Size and Shape: Rectangular: 8 x 5 x 1½".

Materials: Chipboard. (See description)

Design: Silver background imprinted with building skyline in abstract pattern. Firm and candy name in blue and silver reverse. Other descriptive lettering in blue and red.

Colors: Blue and red on silver.

Typography: Fair:

Originality: Good.

Class of Trade: Drug and department store.

Appearance of Box on Opening: Poor. Contents evidently old.

Box Findings: Good. Attractive, varnished fold-around white flap imprinted with silver stars and firm logotype in silver. Cotton on glass-

sine wadding. Cardboard and glassine layer dividers. Lift-out tray also serves as divider for top layer. Half moon dividers for bottom layer. Brown wax paper cups. Two pieces gold foil wrapped and two cellophane on top layer. Guarantee.

Sales Appeal: Good.

Display Value: Good.

Remarks: Contents not up to standard for merchandise at this price. Design generally considered good merchandising design. Irradiation, however, causes difficulty in finding weight. Package better than product.

CODE PK2C47

Assorted Chocolates—1 lb.—\$1.50

(Purchased in a Chicago drug store)

Description of Package: White, two-layer, double extension edge, chipboard, full telescope. Cellophane-wrapped.

Size and Shape: About seven inches square.

Materials: Chipboard covered with crinkled paper.

Design: Woman, tulips, spinning wheel, gold logotype, and red lettering off-centered.

Colors: 4 color-printing.

Typography: Poor.

Originality: Poor.

Class of Trade: General.

Appearance of Box on Opening: Very good.

Box Findings: Good. Glassine liner, cardboard divider, brown wax paper cups.

Sales Appeal: Fair.

Display Value: Poor.

Remarks: Scenic design appears a bit weak. Colors are anemic and design itself appears scattered. Use of tulips and particular name does not indicate contents is candy. Product better than package.

PACKAGE CLINIC

To get an impartial rating for your candy packages send them in to the packaging clinic. They will be judged on their merit by a group of qualified individuals, and the findings published in coded form so that you alone will know the suggestions offered regarding your firm's specific packages.

Assorted Chocolates—1 lb.—\$1.50 CODE PK2B47

(Purchased in a Chicago drug store)

Description of Package: Gold foil, flat, full telescope, two-layer, chipboard, double extension edge. Padded cover. Cellophane-wrapped.

Size and Shape: Rectangular: 8½ x 5 x 2½".

Materials: Chipboard. Top half covered with very thin gold foiled paper, bottom half with calendered white.

Design: Poor. Is merely blue imprint of candy name and identification.

Colors: Blue on gold.

Typography: Poor.

Originality: None.

Class of Trade: Drug store.

Appearance of Box on Opening: Fair.

Box Findings: Good. Cotton on glassine wadding. Glassine divider under lift-out tray. Brown wax paper cups. Interlocking diagonal dividers on bottom layer.

Sales Appeal: Poor.

Display Value: Poor.

Remarks: Design too simple. Not much consideration given.

CODE PK2I47

Valentine Novelty —no weight—39c

Description of Package: Toy metal wheelbarrow containing about two small handfuls of bridge mix assortments. Wrapped in red cellophane. Ribbon-tied. Valentine stapled to cellophane.

Materials: Cellophane and ribbon.

Colors: Cellophane red. Toy blue. Ribbon white.

Originality: Little.

Class of Trade: Children's item. Variety store.

Sales Appeal: Fair.

Display Value: Fair.

Remarks: Strictly a novelty item. More attention given to toy than candy. Evidently a post-Christmas tie-in, as candy seemed aged.

CODE PK2F47

Swedish Mints—9 oz.—75c

(Purchased in a Chicago department store)

Description of Package: Blue, flat, full telescope, covered chipboard. Cellophane wrapped.

Size and Shape: Rectangular: 10½ x 4½ x 1-1/16".

Materials: Chipboard. Top half covered with blue stock, bottom with white.

Design: Reproduction of mints bordering candy name. White diamonds on

go straight to your customer's heart...
with

Lustron
A MONSANTO PLASTIC

Amos Molded Plastics Corp.
for Alden Plastic Corp., N. Y.

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for February, 1947

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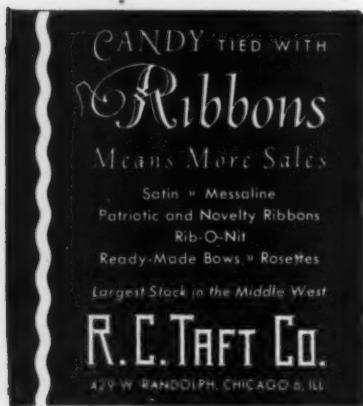
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400 W. Madison—CHICAGO 6



main panel of the package.

Colors: Red and white on blue.

Typography: Good.

Originality: Good.

Class of Trade: Drug and department store.

Appearance of Box on Opening: Fair. Not too inviting, however.

Box Findings: Glassine line (cut too small). White wax paper cups. Dividers.

Sales Appeal: Good.

Display Value: Good.

Remarks: Lettering needs refining as is a bit clumsy. Box better than candy, which is highly priced. Ingredients should be checked as contents do not appear what name indicates.

Originality: None.

Class of trade: General.

Appearance of Box on Opening: Poor.

Box Findings: Same as Code Item PK2B47 above, excepting cotton on glassine wadding was too small for box.

Sales Appeal: Fair.

Display Value: Poor.

Remarks: Box has little appeal. Many pieces broken on both layers.

CODE PK2G47

Panned Peanuts Valentine Heart

—4 oz.—29 cents

(Purchased in a Chicago variety store)

Description of Package: Heart-shaped Valentine novelty. Set-up package with die-cut carton board heart for reinforcement of bottom. Cellophane-wrapped. Sealed with cellophane tape on bottom.

Size and Shape: Heart: 6 x 6 x $\frac{1}{2}$ ".

Materials: Chipboard, carton board, cellophane.

Design: Lacy hearts and arrow-pierced heart with legend "To My Valentine."

Colors: Red and white on cellophane.

Typography: Fair.

Originality: Good.

Class of Trade: Variety store counter.

Appearance of Box on Opening: Good.

Box Findings: Carton board reinforcement.

Sales Appeal: Good.

Display Value: Very good.

Remarks: Lettering could be improved,

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BOOKLETS and REPRINTS

Reprints are available of a number of articles which have appeared in THE MANUFACTURING CONFECTIONER. They compose a large portion of the current literature of the Industry. Many manufacturers find them suitable to accompany sales messages and also to add to their library of information on the candy and chocolate industries. Stamps or coins accepted.

Now available are the following:

Confectionery Factory Maintenance	50c
By John H. Bier	
Improved Methods in Manufacture of Fondant Goods	25c
By H. S. Paine and J. Hamilton	
Modern Methods of Candy Scrap Recovery	\$1.00
By W. H. Childs	
Principles and Design of Chocolate Cooling Tunnels	1.00
By Edward W. Meeker	
Purpose of Conching Chocolate, The	20c
By Robert Whymper and Charles Shillaber	
Soy Products in Candy	25c
By Dr. Ralph M. Bohn	
Vitamins in Confectionery	20c
By Norman F. Kennedy	
Whey—Raw Material for Candy	25c
By B. H. Webb	
High Pressure Condensate Drainage Improves Cream, Fudge Quality	15c
By W. M. Sigmund	
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By Talbot Clendenning	
Sugar—Is It a Food or Poison?	15c
By Leonard Wickenden	
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Coverage of Chocolate Coatings—The Bob Test	20c
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as spacing is too irregular. Cellophane wrapper is not neatly folded and sealed.

CODE PK2K47

Valentine Cradle Novelty —no weight—20c

(Purchased in a Chicago variety store)

Description of Package: Cut-out cradle of flint coated board. Assorted gum drops in cellophane bag placed inside. Tied with pink ribbon.

Size and Shape: Cradle about 6 inches long.

Materials: Flint-coated board. Cellophane. Ribbon.

Colors: Blue on pastel pink.

Typography: None.

Originality: Good.

Class of Trade: Children's item. Variety store.

Box Findings: None.

Sales Appeal: Good.

Display Value: Good.

Remarks: Novelty item with definite appeal for children. Candy, however, is untasty.

CODE PK2L47

Valentine Nougat Novelty —no weight—15c

(Purchased in a Chicago variety store)

Description of Package: Nougat bar and package of crayons cellophane-wrapped and ribbon-tied. Valentine stapled to cellophane.

Size and Shape: Bar 3 x 1 1/2 x 1".

Materials: Cellophane. Ribbon.

Originality: Good.

Class of Trade: Children's item. Variety store.

Sales Appeal: Fair.

Display Value: Fair.

Remarks: Tie-in idea is interesting for Valentine Day appeal. Protector should be inserted between bar and crayon, however, as bar was marred by inks on crayon package.

CODE PK2M47

Chocolate Covered Peanuts —1 1/8 ozs.—6c

(Purchased in a Chicago bus station)

Description of Package: Flat, tuck-in, chipboard.

Size and Shape: Rectangular: 4 x 1 1/8 x 3/4".

Materials: Chipboard.

Design: Blue rectangles and broken lines. Name spelled out in combination reverse and regular lettering. Descriptive matter in blue.

Colors: Blue on white.

Typography: Good.

Originality: Good.

Class of Trade: Counter.

Appearance of Box on Opening: Good.

Box Findings: None.

Sales Appeal: Good.

Display Value: Good.

Remarks: An attractive package for

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CODE PK2E47

Chocolate Peppermint Patties —1/2 lb.—39 cents

(Purchased in a Chicago drug store)

Description of Package: White, flat, full telescope, chipboard. Sealed with cellophane tape. Bottom half has corners reinforced with paper tape.

Size and Shape: Rectangular: $7\frac{1}{2} \times 5\frac{3}{8} \times \frac{5}{8}$ ".

Materials: Chipboard covered with flint coated white stock.

Design: Gold border and triangle. New England signs, lettering, spinning wheel, and woman in blue.

Colors: Gold and blue on white.

Typography: Fair.

Originality: Fair.

Class of Trade: General.

Appearance of Box on Opening: Good.

Box Findings: Glassine liner and brown wax paper cups.

Sales Appeal: Fair.

Display Value: Fair.

Remarks: Bottom half of package should be covered; now detracts from appearance of contents. Triangle is incongruous with general theme of design. Design and colors

do not tend to create appetite appeal. Candy itself is very good and deserves better package.

Next Clinic in April

The next Packaging Clinic of THE MANUFACTURING CONFECTIONER will be held the first week in April and will be reported in the May NCA convention issue. Candy and packaging manufacturers who wish their packages checked are requested to send them in by March 28 to our Chicago offices.

CODE PK2H47

Conversation Hearts—10 ozs.—40c

(Purchased in a Chicago variety store)

Description of Package: Valentine red, full telescope, flat, tied with ribbon.

Size and Shape: Rectangular: $9\frac{3}{4} \times 5\frac{1}{2} \times 1$ ".

Materials: Chipboard. Top half covered with red stock, bottom with white.

Design: Boy and girl in flowered Valentine scene. Usual legend. Filigree on side and end panels.

Colors: Black and white on red.

Typography: None on box. Good on conversation hearts.

Originality: Little.

Class of Trade: Variety store counter.

Box Findings: None.

Sales Appeal: Fair.

Display Value: Fair.

Remarks: Unimpressive and rather makeshift. Package is not related to candy, does not indicate contents actually are candy. Resembles stationery box.

CODE PK2J47

Bridge Mix Assortments —4 oz.—19c

(Purchased in a Chicago variety store)

Description of Package: Valentine red, flat, full telescope, tied with blue ribbon.

Size and Shape: Rectangular: $4\frac{3}{8} \times 2\frac{1}{8} \times 1$ ".

Materials: Chipboard. Top half covered with red stock, bottom with white.

Design: See Code Item PK2H47 above, as this is same design reduced for smaller package.

Colors: Black and white on red.

Typography: None.

Originality: Little.

Class of Trade: Children's item. Variety store.

Box Findings: None.

Sales Appeal: Fair.

Display Value: Fair.

Remarks: Package unrelated to candy and does not indicate contents are candy. Resembles note paper box. Candy untasty.

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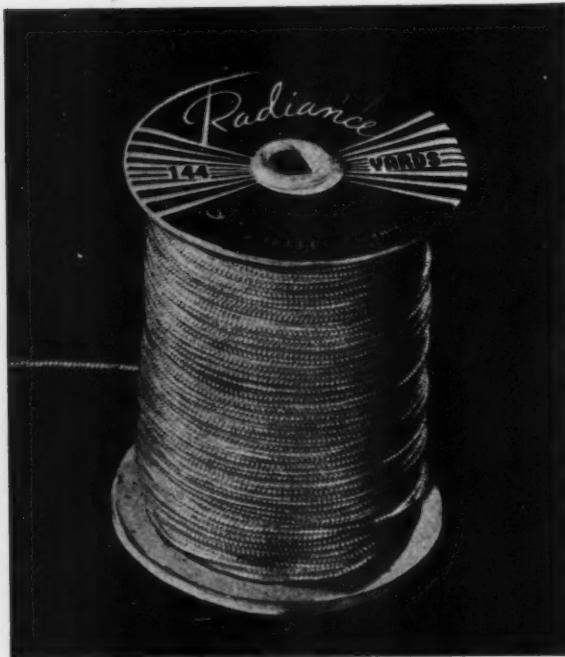


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Packaging Supply News

The products described in these columns are all coded for your convenience. You may write in to THE MANUFACTURING CONFECTIONER for any further information on any one of these items and further information will be sent to you. Make use of this section to keep up-to-date on new packaging equipment and materials of all types. Information on these items is free for the asking.

Laminated Foil Wrapping Machine

A machine designed to prolong safe and salable life on many confectionery items subject to severe climatic, sanitary, and shipping conditions. Main engineering factors are inherent protection against atmospheric penetration by use of laminated foil and increased artistry possible in package design with overlapping color foil. Check Code *PP2A47*.

Automatic "Fill and Release" Weigher

Production averages up to 40 packages per minute, depending upon type product and container size. Cycle of operation started by filling hopper, product carried to feeder plates which fill container placed on spout by operator. Machine automatically releases container when desired weight reached. Available to handle from 1 oz. to 1 lb., and 2 lbs. to 5 lbs. Check Code *PP2B47*.

Complete Label Service Catalog

A complete catalog of labels to fit any need in industry. Labels can be supplied in rolls or flat, on gummed or ungummed stock, in one or many colors. Specialized facilities available to create and produce "custom-tailored" labels. Check Code *PP2C47*.

Special Papers Selection

Firm offers special selection of wide range of papers for candy packages. Included are over 600 grades ranging

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PP2M47 — PP2N47 — PP2O47 — PP2P47
PP2Q47 — PP2R47 — PP2S47 — PP2T47
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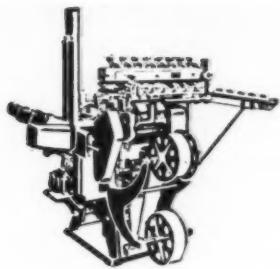
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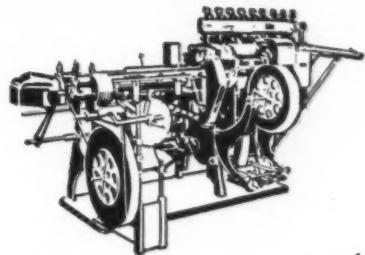
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WRAP-O-MATIC model RA

Wrap-O-Matic model RA is designed for wrapping single irregular shaped products delivered on an enrober or conveyor belt to the operator feeding the machine.



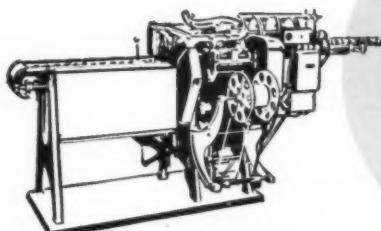
WRAP-O-MATIC model PB

Wrap-O-Matic model PB is designed for wrapping single or multiple piece, fragile or irregular shaped products delivered on trays or trucks to the operator feeding the machine.

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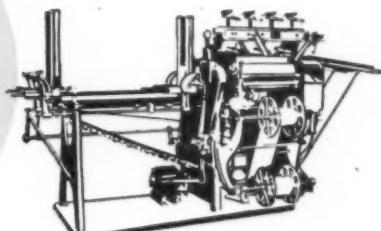
- 7 Trim, uniform sealed packages with positive label registration.
- 8 Full product view... eliminates use of collars, trays and other protective materials.
- 9 Multiple piece products wrapped with automatic belt feed or multiple stack magazine feeders.



WRAP-O-MATIC model SW

Wrap-O-Matic model SW is especially designed for wrapping crackers, wafer sandwiches, cookies, peanut butters, etc., in one stack without the use of collars, trays or cardboard stiffeners.

Learn more about Wrap-O-Matic... Upon receipt of samples of your products, detailed information can be furnished as to model required, probable speed, cost, delivery, etc. Plan now to profit with Wrap-O-Matic wrapping.



WRAP-O-MATIC model LPB

Wrap-O-Matic model LPB is designed for wrapping large size candy bars, multiple stacks of biscuits, cookies, crackers, also jelly rolls, flips, cup cakes and other bakery products on a cardboard base or boat.

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Available from stock are papers already printed and ready to be used in wrapping, or firm's special service will design and make paper to your own specifications. Large selection of patterns to chose from such as candy stripe, candy-colored foils, and lace designs. Over 5,000 papers are shown in handy pocket-size catalog. Check Code *PP2L47*.

Transparent Candy Container Material

Material made from cellulose acetate is tough, rigid, and attractive. Available in sheets up to 30" wide and in continuous rolls 30" wide up to 1,000 feet long. Thickness available: standard guages 0.005" to 0.020". Is not affected by sunlight or ordinary temperatures. Begins to soften only after 200 degrees F. Can be drawn, formed, shaped, or folded into almost any shape with inexpensive dies. Check Code *PP2K47*.

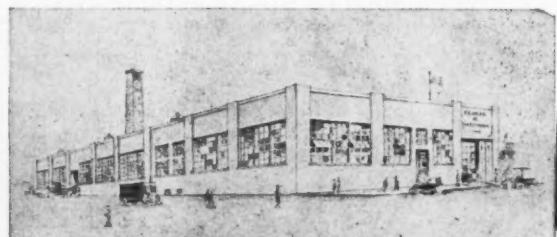
Die Cut Liners, Dividers

Firm offers die cut liners, chocolate dividers, candy mats, boats and trays, and layer boards for protection of candy from breakage. Check Code *PP2M47*.

We are doing
the best we can!

Thanks is due our old line customers, who are being served as well as possible, whenever we get raw materials, but still have to be very patient with us.

... And a word of appreciation to those "new customers" we would like so very much to serve, but must ask to wait with us for the shortages to end.



George H. Sweetnam, Inc.

282-286 Portland St., Cambridge 41, Mass.

Manufacturers of Paper Products

Transparent Boxes

Round and square boxes of clear, transparent acetate for candy are made to order by this firm. Also supplies stock sizes. Check *Code PP2N47*.

Electric Eye Wrapping Machine

High speed wrapping machine features electric eye control for register of wrapper. Speeds up to 120 units a minute. Check *Code PP2047*.

Cellophane for Candy Wrappers

Firm offers cellophane for functional and attractive wrapping of candy. Is air-tight and moisture-proof. Check *Code PP2P47*.

Boats, Necks Offered

Boats and necks for better candy packaging are available promptly from this firm. Check *Code PP2Q47*.

Candy Dummies for Display

Firm offers complete selection of delicious-looking candy dummies in every popular candy form. Washable and non-fadeable. Check *Code PP2R47*.

Rotogravure Printed Cellophane

Effective sales maker designs in colorful, decorative rotogravure printed cellophane wrappers for both automatic and hand wrapping offered. Also metalizing of cellophane, acetate, vinyl, and other plastics. Check *Code PP2S47*.

Special Laminated Papers

Special laminated papers, plain and embossed glassine, metallic foils, and cellophanes are available from this firm. Check *Code PP2T47*.

Confectioner's Foil, Paper

Finest quality foil and paper in a variety of beautiful colors. Extra fine foil can be had in approximately 1800 3" x 3" cuts per pound, each piece individually separated by tissue. Immediate delivery. Check *Code PP2F47*.

Impulse Buying and Packages

A new brochure offered by this firm indicates 38 per cent of shoppers' purchases are unplanned. Report contains findings on impulse buying and lists them under 27 classifications. Study is based on impulse buying in supermarkets and is designed to help make merchandising plans for the day when there again will be a need to create demand. A copy of the brochure is offered free. For full details check *Code No. PP2V47*.



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TECHNICAL LITERATURE DIGEST

Free Fatty Acids in Dried Egg Powders: A Suggested Determination Method

C. M. Johnson and Leo Kline, Industrial and Engineering Chemistry (An. Ed.), Vol. 18, No. 10 (1946)—A method for the determination of the free fatty acids in dried egg powders is described. The egg powders are extracted with acetone and traces of cephalin are removed with magnesium chloride before titration. Errors caused by the formation of a fatty acid-protein complex have been studied. Fatty acids which develop in the dry egg powder during storage are not bound and can be completely extracted by the proposed method.

Acidic Isolation of Low-Ester Pectinic Acids

R. M. McCready, H. S. Owens, A. D. Shepherd and W. B. Maclay, Industrial and Engineering Chemistry (Ind. Ed.), Vol. 38, No. 12 (1946)—An acidic method for isolating pectinic acids of low methyl-ester content which requires neither concentration of the pectinic solution nor the use of organic precipitation agents is shown to be effective. The various factors effecting the precipitability of this type material are evaluated and a recommended procedure of isolation is presented.

Some Modern Solvents

A. E. Williams, F.C.S., The Chemical Age, Vol. 55, No. 1417 (1946)—Within recent years many new types of solvents have been added to the already long list, while other types are improvements on, or slight modification of, well established products. A summary of the properties in these solvents, and some of their suggested uses is presented in the article.

Concentration of Coffee Extracts by Freezing

R. Gane, Food Manufacture, Vol. 21 (1946)—This article describes experiments on the preparation of extracts of coffee and their concentration by freezing and centrifuging. The advantages of concentration by freezing are briefly that (1) at the low temperature used (-10 to -20 C.) perishable products can be held for long periods without deterioration (2) there is no risk of spoilage, as in concentration by heating (3) the loss of volatile components is considerably reduced, if not entirely eliminated (4) the energy required to freeze water is small, as compared with that required to evaporate water.

Reagent to Identify Essential Oils

Eric Hucknall, The Spice Mill, Vol. 69, No. 12 (1946)—A useful and workable method of positive identification of the aldehydic and ketonic constituents of essential oils is presented. Since these derivatives may be prepared from relatively small quantities of oil, they furnish valuable analytical data. A step by step procedure in the use of the method described is presented in a straightforward manner.

Spontaneous Carbonation of Beet Molasses

Farik F. M. Ozil, M.Ch., Sugar, Vol. 41, No. 12 (1946)—The experience of a Turkish sugar factory during the 1946 campaign in which, during the pumping of mo-

lasses from the open masonry basin in which it was stored, it was observed that the fluid mass was much more aqueous than normal molasses should have been. This article develops the causes, the ensuing action, and suggested remedies to be carried out in handling the matter.

New Advancement in Chocolate Manufacture

Dr. Techn. L. de Telegyd Kovats, International Chocolate Review, Vol. 1, No. 1 (1946)—A method for eliminating the disadvantages in the manufacture of chocolate when using the longitudinal conche, the use of which requires much time and energy, increasing production costs, and a means for combating the flavor losses which are brought about by manual handling of the raw materials has been worked out by Dr. Kovats. His method, based on his newly devised "Chocolate Aggregate" is thoroughly discussed in his article.

Butter Flavor Ingredients

Morris B. Jacobs, Ph. D., The American Perfumer, Vol. 48, No. 12 (1946)—Second in a series of articles being presented in The American Perfumer dealing with the salient points about which great care must be exercised in creating artificial butter flavors. "An adequate imitation butter flavor requires components other than the a-dicarbonyls alone". A subsequent article will appear giving specific examples of formulations using the ingredients discussed.

Rancidity in Edible Packaged Oils: An Evaluation of Tests Made

John E. W. McConnell and W. B. Esselsen, Jr., Oil and Soap, Vol. 23, No. 12 (1946)—A detailed comparison of results obtained in the study of several different tests conducted to determine the rancidity in packages oils, including the organolytic method, is presented. Several tables and graphs are shown to present increased help in determining the evaluation of the many valuable results of the tests which are thoroughly explained in the article.

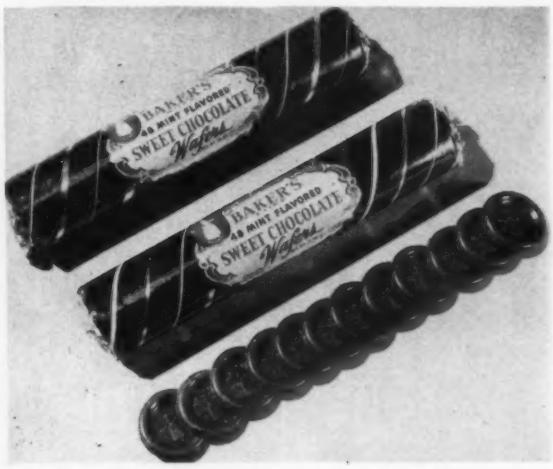
Planned Packaging Means Greater Profit

The American Box Maker, Vol. 35, No. 11 (1946)—Two of the most important trends in postwar packaging are graphically illustrated in this article, which shows the results of the packaging engineer, carton manufacturer, and customer. These trends are: (1) development of "Merchandising Packages" for products that are not retailed but pass directly from the distributors' shelves to the consumer (2) engineering the construction, sizes and labeling of packages to reduce packaging time and number of different boxes in consumers' inventories.

What is Packaging Cost?

Modern Packaging, Vol. 20, No. 4 (1946)—A treatise delving into the many factors directly related to the final analysis of packaging cost. A department by department breakdown, showing hidden expenses that must be chargeable to packaging to present the proper scope of the final cost, is shown.

• **Hinde & Dauch Paper Co.** has selected its Buffalo factory for a \$400,000 expansion project to meet anticipated future demand, says Sidney Frohman, president. A site adjacent to the present plant was acquired for the project. Construction now under way will provide 162,000 sq. ft. of manufacturing space. Plans include a modern new office



WALTER BAKER Chocolate and Cocoa Division of General Foods Corp., Dorchester, Mass., is now producing this unusual package of mint flavored chocolate wafers. The new specialty is wrapped in green Reynolds metal foil with alternate cream and silver stripes in spiral fashion around the tube. The label and other printing are in transparent ink. Heavy cardboard tubing and a glassine inner-wrapper give full protection to the 48 wafers.

for both operating and sales staffs and a package laboratory.

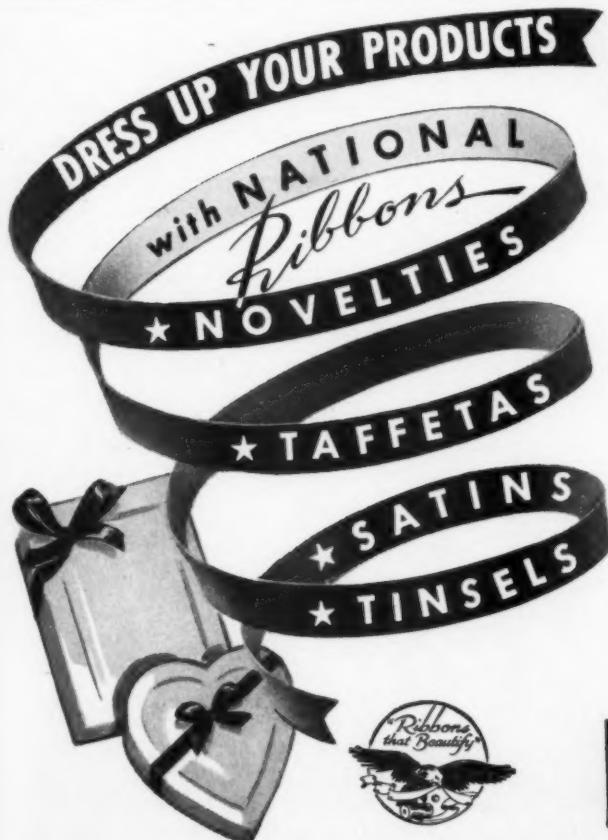
• **Packaging Machinery Manufacturers Institute** will hold its semi-annual meeting April 7 in Philadelphia's Hotel Warwick, George W. von Hofe, institute president announces. Carl E. Schaffer, sales manager of Stokes and Smith Co., Philadelphia, is chairman of the committee on program and arrangements.

• **Monsanto Chemical Company's** Plastic Division announces a new plant under construction for production of wood flour, key ingredient of phenolic-type plastics. The new plant is expected to be in production by May 1.

• **Frank M. Hermes**, a vice-president of Milprint, Inc., Milwaukee, died recently. Mr. Hermes was 51 years of age.

• **Jacob Kindelberger**, founder of the Kalamazoo Vegetable Parchment Co., Kalamazoo, Mich., died recently of pneumonia. Mr. Kindelberger was 71 years old and came to this country from Alsace-Lorraine.

• **Paperboard mill capacity** has shown comparatively little increase since 1940, whereas box demand has continued to grow and new demands for paper and paperboard have developed, John D. Small, Civilian Production Administrator, states in his report to President Truman. The industry is reported working against the handicap of shortages of its primary raw materials. Grave concern is expressed regarding the supply of pulp wood and also of soda ash, Mr. Small states.



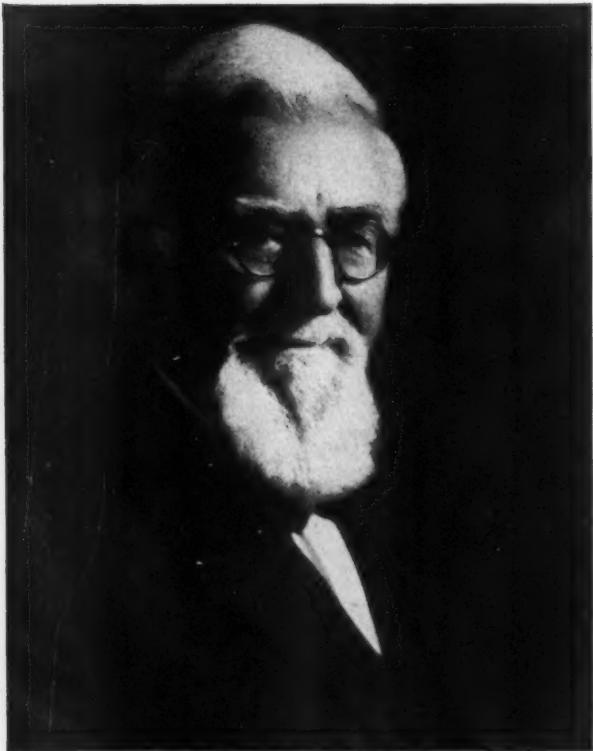
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NATIONAL Ribbons have the richness, the color, and the quality look that spell eye-appeal—and sales appeal! Better materials—in bigger variety: a large selection of staple qualities, every desirable choice of width. . . . For that extra something that draws extra attention and extra sales. Check your stock today!

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Manufacturers of Fine Ribbons
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A Blind Horse Was Bought in '69



THE FOUNDER . . . HENRY HEIDE



HOW HEIDE USES RIEGEL FUNCTIONAL PAPERS

Riegel's Wet-Waxed Sulphite has long been used by Henry Heide, Inc.

as a die-cut, machine-formed liner for bulk candy boxes, and Riegel experts have worked constantly to produce improved methods of candy packaging. This was particularly important during the war when Heide devoted a large part of its production to special types of emergency rations.



... and Henry Heide started his climb to candy fame

BACK in 1869, Henry Heide decided to make the change from a candy jobber to a candy manufacturer. He rented a basement and bought a horse for his deliveries . . . a horse that turned out to be blind and constantly bumped into elevated pillars . . . but Henry Heide had the ability to overcome obstacles.

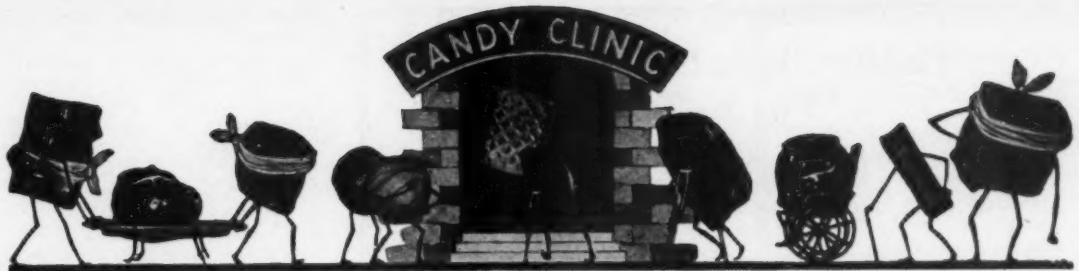
At that time, low-cost candies were sometimes questionable, and Heide's promise and faithful delivery of "quality candies" made a hit with America's sweet tooth. Today, a great variety of candies bear the famous Heide trade-mark . . . a growth largely achieved in the lifetime of its energetic founder.

The history of Heide is an example of both individual and company initiative . . . of the business progress and growth that has helped to make America great.

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THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus avail-ing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "pre-scriptions" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

Chewy Candies; Caramels; Brittles

CODE 2E47

Old Fashioned Striped Mint

—8 ozs.—39c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good.
Box: White, two layer, full telescope, printed in green, cellulose wrapper.
Appearance of Box on Opening: Good. Candy wrapped in cellulose wrappers.
Color: Good.
Stripes: Good.
Texture: Good.
Flavor: Good. See Remarks.
Remarks: This is a very well made mint piece. Suggest additional flavor be added, as peppermint flavor is not strong enough for this type of peppermint candy.

CODE 2A47

Cream Caramels—2 ozs.—10c

(Purchased in a department store, Buffalo, N. Y.)

Appearance of Package: Good.
Box: Folding, brown printed in silver. White wax paper wrappers.
Color: Good.
Texture: Fair.
Flavor: Good.
Remarks: Caramels had a good flavor but were slightly sticky. Suggest additional cream or butter be added to improve eating qualities.

CODE 2B47

Pops—5 1/10 ozs.—40c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good.
Box: One-layer type, white printed in red, green. Pops wrapped in printed

cellulose wrappers.

Pops: Paper sticks, shape of pop round ball.

Colors: Good.

Texture: Good.

Gloss: Good.

Flavors: Good.

Remarks: The best box of pops the Clinic has examined this year. Well

made and very neatly packed.

CODE 2C47

Cream Caramels—1 lb.—85c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good.

Box: One-layer type, oblong shape,



MARSHALL FIELD & CO. Chicago, recently opened this very attractive "Candy Carnival" to restore penny candy again into the life of American childhood. It turns the candy counter back to the days when it was a child's paradise, where any child with a few cents in his pocket might shop to his heart's content for all the delicious confections offered. The "Carnival" is in Field's regular candy department.

Candy Clinic Schedule For 1947

The monthly schedule of the CANDY CLINIC is listed below. When submitting items, send duplicate samples six weeks previous to the month scheduled.

JANUARY—Holiday Packages; Hard Candies
FEBRUARY—Chewy Candies; Caramels; Brittles
MARCH—One-Pound Boxes Assorted Chocolates up to \$1.00.
APRIL—\$1.00 and up Chocolates; Solid Chocolate Bars
MAY—Easter Candies and Packages; Moulded Goods
JUNE—Marshmallows; Fudge
JULY—Gums; Jellies; Undipped Bars
AUGUST—Summer Candies and Packages
SEPTEMBER—All Bar Goods; 5c Numbers
OCTOBER—Salted Nuts; 10c-15c-25c Packages
NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces
DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages, New Packages

Honey

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B. W. DYER & COMPANY

Sugar Economists and Brokers

120 Wall St., New York 5, N. Y.

Phone WH 4-8800



brown printed, pink center, name in brown.

Appearance of box on opening: Good.
Number of Pieces: 40 wax paper wrappers.

Contents:

Chocolate Marshmallow: Good.
 Vanilla Nut: Good.
 Plain Chocolate: Good.
 Plain Vanilla: Good.
 Chocolate Nut: Good.
 Vanilla Marshmallow: Good.

Remarks: The best box of assorted caramels the Clinic has examined this year. Well made and of very good quality.

CODE 2D47

Assorted Caramels—1 lb.—85c
 (Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good.

Box: One-layer type; kiddie scene printed in red, green, buff, and brown; sealed with cellulose tape.

Appearance of Box on Opening: Good.

Contents: 47 pieces, round shape, cellulose wrappers.

Plain Chocolate: Good.
 Plain Vanilla: Good.
 Maple: Good.
 Vanilla Nut: Good.
 Chocolate Nut: Good.
 Raspberry Nut: Good.
 Maple Nut: Good.
 Licorice: See Remarks.

Remarks: A good caramel, but slightly sticky. Suggest more cream or butter be used. Licorice caramel flavor too strong.

CODE 2K47

Assorted Hard Candy Drops
—1 1/2 ozs.—5c

(Purchased in a department store, Buffalo, N. Y.)

Appearance of Package: Good. White folding box; printed red, blue, green, and yellow. Inside wrapper of wax paper, outside wrapper of cellulose.

Colors: Good.

Texture: Good.

Flavors: Poor.

Remarks: Poor flavors detract from quality of these otherwise good hard candy drops.

CODE 2L47

Molasses Mint Chews
—1 1/2 lb.—39c

(Purchased in a drug store, Chicago, Ill.)

Appearance of Package: Good. Cellulose bag printed in green, red, and white. Chews wrapped in printed wax wrappers.

Colors: Good.

Texture: Fair.

Taste: Fair.

Remarks: Chews lacked a good molasses or peppermint flavor. Suggest more molasses and peppermint fla-

vor be added. Highly priced at 39c for one half pound.

CODE 2M47

Chocolate Panned Peanuts —2 1/4 ozs.—10c

(Purchased in a drug store, Buffalo, N. Y.)

Appearance of Package: Fair. Plain cellulose bag, yellow paper clip on top printed in black.

Color: Good.

Panning: Good.

Finish: Good.

Taste: Good.

Remarks: One of the best chocolate panned peanuts that the Clinic has examined this year. Suggest a printed cellulose bag to make the package more attractive.

CODE 2N47

Mints—3 1/4 ozs.—29c

(Purchased in a department store, Buffalo, N. Y.)

Appearance of Package: Fair. Amber colored cellulose bag, white paper clip on top, printed in red.

Color: Good.

Texture: Very hard.

Flavor: Poor.

Remarks: Mints are not up to standard. Highly priced at 29c for 3 1/4 ozs.

CODE 2O47

Pecan Pieces—9 ozs.—no price given

(Sent in for Analysis No. 4506)

Color of Piece: Good.

Texture: Good.

Taste: Good.

Remarks: The only fault the Clinic can find is that this piece is sticky.

Suggest 10 lbs. of fondex in place of 25 lbs. Use 3 lbs. of fluff. The piece is too high in moisture content. No doubt, this is caused by the large amount of fondex also the large amount of fluff for a batch of this size. The cook could be raised to 265 degrees F.

Would like to see samples made with the above changes, the Clinic

feels sure that they will overcome your trouble.

CODE 2Y47

Chocolate Caramel Roll— 2 ozs.—12c

(Purchased in a department store, N. Y. C.)

Appearance of Piece: Good. Gold foil wrapper, printed in white and red.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best caramel roll of this kind the Clinic has examined this year.

CODE 2Z47

Chocolate Pecan Fudge Bar —2 ozs.—10c

(Purchased in a department store, Buffalo, N. Y.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Foil, printed lavender, gold and white.

Color: Good.

Texture: Good.

Taste: Fair.

Pecans: Good.

Remarks: Bar lacked a good chocolate flavor. Suggest a chocolate liquor be used and enough to give bar a good chocolate flavor.

CODE 2AA47

Hard Candy Stick—1 oz.—5c

(Purchased in a department store, Cleveland, Ohio)

Appearance of Stick: Good. Wax wrapper printed in red and green.

Size: Good.

Color: Good.

Striping: Good.

Gloss: Fair.

Flavor: Good.

Remarks: The best 5c stick of this kind the Clinic has examined this year.

CODE 2BB47

Caramel Chews—1 lb.—69c

(Purchased in a department store, Buffalo, N. Y.)

Appearance of Package: Good.

Maybe you need a SWEETENING AGENT!

Not that you need anyone to talk for you . . . but maybe our knowledge of where to talk can rustle up a lead on the sugar you seek. We do pretty well as "sweetening agent" for many a sugar user; maybe we can help you, too!



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BLACK CHERRIES**

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EXTRACTS and FLAVORS • FOUNTAIN FRUITS and SYRUPS

Baltimore 30, Md.



Box: Folding, 6 small cut outs in center; printed in yellow, dark brown, and red. Cellulose seal on end. Plain cellulose wrappers used on chews.

Colors: Good.

Texture: Good.

Flavor: Good.

Remarks: The best box of chews of this kind the Clinic has examined this year.

CODE 2P47

Assorted Taffies—3 ozs.—10c

(Purchased in a department store, Buffalo, N. Y.)

Appearance of Package: Good. Glassine bag, printed in red and yellow. Each piece wrapped in wax paper, white printed and chocolate color wax paper.

Color: Good.

Texture: Fair. See remarks.

Flavor: Could not identify.

Remarks: Taffies are not up to standard, left a wax taste in the mouth and lacked a good flavor. Highly priced at 3 ozs. for 10c.

CODE 2Q47

Cashew Brittle Bar—2 ozs.—10c

(Purchased in a subway stand, N.Y.C.)

Appearance of Bar: Good. Cellulose wrapper printed in yellow and black

chip board material.

Size: Good.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best cashew brittle bar the Clinic has examined this year. Well made and a very good flavor.

CODE 2R47

Assorted Salt Water Taffy

—1 lb.—35c

(Purchased in a cigar store, N.Y.C.)

Appearance of Package: Fair. Plain cellulose bag, white paper clip on top printed in red. Pieces wrapped in colored wax paper wrappers.

Colors: Good.

Texture: Very tough.

Flavors: Poor.

Remarks: Taffies are too hard. Suggest that they be cooked lower. A better grade of flavors is recommended.

CODE 2S47

Vanilla Caramels—1 lb.—50c

(Purchased in a department store, N.Y.C.)

Sold in Bulk

Wrapper: Printed cellulose.

Color: Good.

Texture: Tough.

Taste: Good.

Remarks: Suggest more cream or butter be added to formula to improve the eating qualities of the caramels.

CODE 2F47

Assorted Toffees—1 lb.—\$1.00

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good.

Box: Two layer type, white slip cover. White embossed paper printed in red, gold, and blue. Cellulose wrapper.

Appearance of Box on Opening: Good. Pieces wrapped in cellulose wrappers printed in red, yellow, and plain white.

Colors: Good.

Texture: Too hard.

Flavors: Good.

Chocolate Coated Toffees: Brown paper wrappers.

Coating: Dark: Good.

Toffee Centers: Too hard.

Remarks: A well made toffee but cooked too high for good eating.

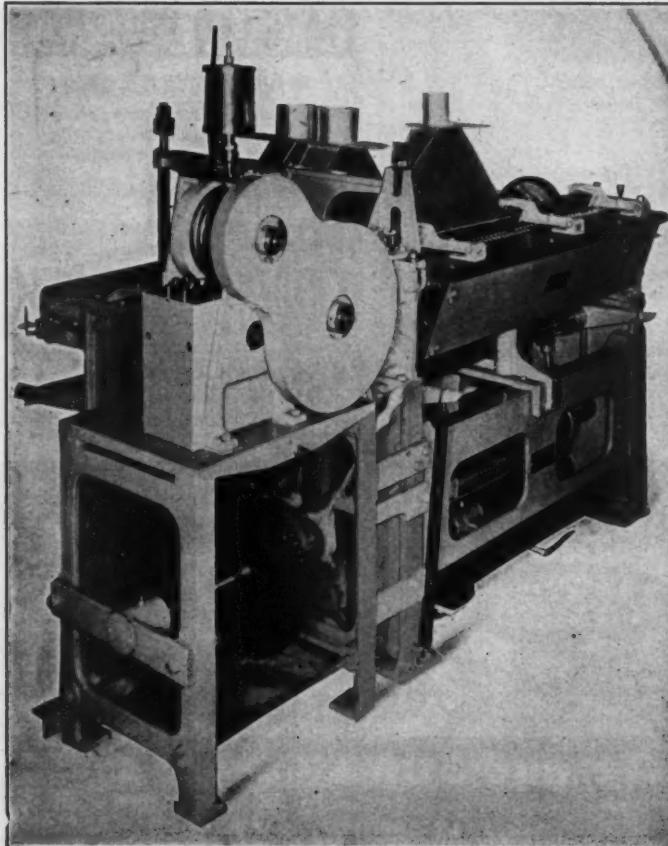
CODE 2G47

Cream Caramels—1 lb.—49c

(Purchased in a department store, Buffalo, N. Y.)

Sold in Bulk

Vanilla and chocolate caramels



The Automatic Hard Candy Machine Model E

For producing all hard candies of spherical shape.

Balls

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Olives, etc.

One operator spins direct to machine. Capacities 3000 to 10,000 pounds. Our Model E incorporates all the developments of previous experience

There is no Substitute
for Experience.

John Werner & Sons, Inc.

ROCHESTER 13. N. Y.

wrapped in printed cellulose wrappers.
Colors: Good.
Texture: Good.
Flavors: Good.

Remarks: The Clinic finds that, at this price, these caramels are best that it has examined this year.

CODE 2T47

Caramel Roll—no weight stated, but is about $\frac{1}{2}$ oz.—2c

(Purchased at a news stand, N.Y.C.)

Appearance of Piece: Good. Wax wrapper, printed in orange and yellow.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best 2c caramel piece the Clinic has examined this year.

CODE 2U47

Assorted Filled Hard Candies—1 lb.—69c

(Purchased in a department store, Providence, R. I.)

Sold in Bulk—Candies are wrapped in printed colored cellulose.

Jacket: Good.

Centers: Color: Good.

Texture: Good.

Flavors: Poor.

Remarks: A well made filled piece of hard candy but the flavors are poor. Suggest a better grade of flavors be used. The chocolate filled piece was good.

CODE 2I47

Caramels—1 lb.—59c

(Purchased in a department store, Buffalo, N. Y.)

Sold in Bulk

Caramels, vanilla only, printed cellulose wrappers.

Color: Good.

Texture: Too hard.

Flavor: Fair.

Remarks: Caramels are cooked too high and lacked a good flavor.

CODE 2J47

Assorted Filled Hard Candies

—1 lb.—69c

(Purchased in a department store, Buffalo, N. Y.)

Sold in Bulk

Pieces wrapped in printed cellulose.

Color: Good.

Gloss: Very little.

Molds: Good.

Jacket: Good.

Centers: Good, but some of the flavors are not up to standard.

Remarks: Suggest the "perfume" flavors be left out of the assortment.

CODE 1I47

Red Mesh Stocking—2 ozs.—19c

(Purchased in a department store, Boston, Mass.)

Appearance of Package: Fair. Stocking red mesh sealed on top with white paper clip, printed in red.

Contents: Assorted chews. Colored wax paper wrappers.

Colors: Good.

Texture: Good.

Flavors: Fair.

Remarks: Very cheap chews, lacked flavor.

CODE 1J47

Red Bell Novelty—1 $\frac{1}{2}$ ozs.—39c

(Purchased in a department store, Boston, Mass.)

Appearance of Novelty: Good. Red cellulose bell filled with assorted hard candy drops, tied with a green satin ribbon.

Candy:

Colors: Fair.

Gloss: None.

Flavors: Fair.

Remarks: Poorly made hard candy drops, very cheap flavors. At the

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VAC-CREAM
BIG "3" JELL POWDER
BON BON SHINO

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price of 39c a high grade of hard candy could be used.

CODE 2V47

Chewy Kiss—5 for 5c

(Purchased at a news stand, N.Y.C.)

Sold in Bulk—Pieces wrapped in wax wrappers.

Color: Good.

Texture: Hard and tough.

Taste: Poor.

Remarks: Poor candy, too hard to eat, and low quality flavor.

CODE 2W47

Peanut Taffy Bar—1½ ozs.—10c

(Purchased at a news stand, N.Y.C.)

Appearance of Bar: Good.

Size: Good.

Wrapper: Cellulose, printed in blue, white, yellow, and red.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best peanut brittle bar, at this price, the Clinic has examined this year. Very well made and good eating.

CODE 2X47

Assorted Taffies—2 ozs.—10c

(Purchased at a news stand, N.Y.C.)

Appearance of Package: Fair. Cellulose bag, white paper clip on top.

Printed in red and green. Santa Claus scene.

Wrappers: Colored wax paper.

Chocolate Salt Water Taffy:

Color: Good.

Texture: Good.

Taste: Fair.

Remarks: Piece lacked a good flavor. Suggest formula be checked as piece is tough and cooked too high.

CODE 2H47

Caramels—1 lb.—49c

(Purchased in a department store, Buffalo, N. Y.)

Sold in Bulk

Vanilla only caramels, printed cellulose wrappers.

Color: Good.

Texture: Too hard.

Flavor: Fair.

Remarks: Caramels are cooked too high. Suggest flavor be checked.



Raised Papers

Thank you for your letter regarding the inquiry on raised papers. We have written as requested.

Although our production is greatly hampered by the shortage of paper and we are not seeking new business, we shall be glad to have you continue to send us such leads resulting from news items or our advertisements in your publication.

—New York

Help to Our Readers

Thank you for your recent letter. Your information has proven to be very helpful.

We are not equipped to manufacture nougat creme or fondant, and we would like to locate a source of supply. If you have any suggestions concerning our problem, please write us.

—Tennessee

Use the Clinic

The Candy Clinic is your testing laboratory. Send in samples of your candy. They will be given a thorough analysis by an expert who has devoted many years to the improvement of quality in the manufacture of confectionery.



"Naw...that ain't the boss' son...that's the Purchasin' Agent who first told the company to use Cerelose!"

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Of course they're good!

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Ask us to send you our new recipes of simplified formula for fudges, grained caramels, grained nougats, seafoam kisses, roll cream centers, cast cream centers and others.

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Since then the demand has far exceeded the supply, and we want to express our deep and sincere appreciation to all, especially for your patience, and understanding of the delays in filling your orders.

As we enter the new year we are hopeful that conditions will change so that we can fill your orders more promptly, and give you the service you expect.

If you have not already investigated . . . then you should do so now. For this machine is revolutionizing the making of Finer, Smoother Fondants.

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6 Easy Steps to the right answer to your pulverizing problem

1 Send us a quantity of the material you desire to grind together with complete information on its physical characteristics and the results you desire.

2 Check will be made against records of our experience based on findings in over 22,000 tests on all kinds of materials.

3 Your material will be given test grinds on regular production Mikros of all standard sizes.

4 A full report outlining the proper procedure will then be rendered giving you full information as to all our findings.

5 Definite recommendations on proper size and type unit will be made based on study of these test results.

6 We are then prepared to submit a formal proposal with adequate performance guarantees and full specifications of the machine recommended.

Satisfied users of over 4,000 Mikros have found this procedure the right answer to their pulverizing problems, to obtaining a higher return on their investment, greater efficiency in their production operation. This takes guesswork out of your pulverizing. These facilities are available without obligation.

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NOW... 2 TYPES TO MEET MOST PROCESS JOBS

MIKRO-PULVERIZER
FINE
ULTRA FINE
-ATOMIZER

Flavor Reversion in Soybean Oil: Spectral Absorption Studies - I

(Continued from page 32)

absorption and peroxide values of the oil with increasing exposure times. The results are given in Table I wherein the E 1% 1 cm. values at 234 and 270 m μ are tabulated

TABLE NO. I
Effect of Exposure of Soybean Oil to Visible Radiation

Exposure Time hrs.	Organoleptic	Peroxide Value	1% E 1 cm. 234 m μ	1% E 1 cm. 270 m μ
0.....	fresh	0.1	3.33	0.80
1.....	reverted	8.5	4.34	0.72
2.....	reverted	21.2	5.93	0.89
4.....	reverted	30.7	8.29	0.83
8.....	reverted	89.8	11.30	0.84
16.....	rancid	196.0	31.20	1.04

for different exposure periods. It will be noted that the peroxides increased in a nearly linear manner and that organoleptic rancidity appeared between the 8th and 16th hour of exposure of the particular sample of the soybean oil used. The absorption at 234 m μ progressively increased during the reversion process, but the absorption at 270 m μ showed relatively little change until the fat became rancid. Although at first glance

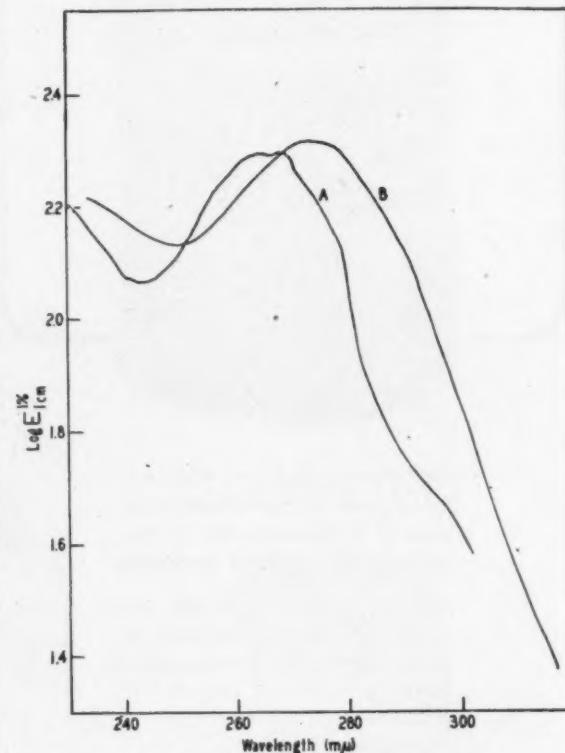


FIG. 3. Absorption Curves of Condensate.

A. In Isooctane.
B. In Alcohol.

there may appear to be a correlation here among peroxide value, the selective absorption at 234 m μ , and the degree of reversion, such a conclusion is not justified because of the number of variables involved. It is not clear, for example, what relation, if any, exists between the degree of reversion and rate of autoxidation. Studies

on this problem are in progress and will be reported in a later communication.

The off-flavors present in reverted soybean oil can be removed readily by steam deodorization at 200° C. and 1-3 mm. pressure. It was found that when the condensates obtained from deodorization of heat and light-reverted oils were added back to the deodorized oils, the reconstituted products were described as having fishy or painty and grassy flavors, respectively. Although it is not wholly certain that these flavors are identical with those initially present, nonetheless the observations indicate that the substances causing the reverted flavor may be removed unchanged at least in part, by steam distillation *in vacuo*.

Isolation of Off-Flavor Substances

The precursors of the substances imparting the off-flavors are present in much higher concentration than the flavor-producing substances which may be designated for convenience as "reversion" compounds. This is shown by the fact that the soybean oil may be repeatedly reverted and deodorized with no apparent decrease in its tendency to revert.

Advantage was taken of this behavior to obtain a concentrate of the "reversion" compounds. A sample (200 g.) of alkali-refined soybean oil was subjected to six successive operations of heat reversion and deodorization. Spectrophotometric analysis of the fat after this treatment showed no significant alteration in the fatty acid content. The condensates from each deodorization were combined and extracted with ether. The residue from the ether-extract weighed 213 mg. The aqueous phase which contained only a trace of material imparted no flavor to bland soybean oil. On the assumption that an equal amount of material was removed in each deodorization, the concentration of volatile material produced by each heat reversion was 0.017% of the oil.

The ether-soluble fraction of the condensate was found to exhibit selective absorption in the ultraviolet region between 245-280 $\mu\mu$ with a bicuspid peak between 264-268 $\mu\mu$ (E 1% 1 cm = 197) when measured in isoctane, and a maximum at 275 $\mu\mu$ in alcohol solution (Fig. 3).

Selective Absorption

In oxidized fats selective absorption in the region of 270 $\mu\mu$ has been attributed to two causes (17), the resonance of unsaturated carbonyl compounds, and the presence of triene conjugated acids. These two classes of compounds may be differentiated by their response to alkali. The absorption of the carbonyl compounds is markedly increased by alkali (enolization) whereas the triene substances are unaffected. Neither of these behaviors was observed when the condensate was treated with alcoholic alkali; instead, the maximum at 275 $\mu\mu$ disappeared and a new and lower maximum appeared at 365 $\mu\mu$ with concomitant increase in general absorption in the longer wave lengths of the ultraviolet region.

Hickman (18) has shown that deodorizer scum obtained in the commercial refining of soybean and other vegetable oils contains tocopherols, tocoquinones, sterols, and a number of other substances. The spectral properties of our deodorizer condensate seemed to indicate the presence of tocoquinone. Further experiments, given below, tend to confirm its presence.

A sterol fraction was isolated from the condensate in about 20% crude yield by low temperature crystal-



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You're gazing at a picture of Mr. Rat enjoying his last banquet. It *looked* good, *smelled* good, *tasted* good, but what this predatory prowler didn't know about RODITE was—to eat it, is to die.

Rodite, you see, contains a special scent and flavor to entice rats—and a special extract of poison to kill them in an *entirely different way*. *Through paralysis of their respiratory system!*

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How will your present vanilla flavoring rate then? Does it have the proper balance between taste and aroma to please the palate?

Before the war, many confectioners who wanted to give their customers the best depended on Aromanilla to help develop the full flavoring qualities of their recipes.

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Now, as Her Royal Highness, Mrs. Consumer, gradually comes into her own again, good flavoring will help keep many confectioners ahead of competition.

Here's why confectioners can depend on Aromanilla to help them produce palate-tempting goods:

QUALITY: Aromanilla is based on Mexican Vanilla Beans—the finest source of vanilla flavor.

STABILITY: Aromanilla will not fade out. The volatile solids of the bean which dissipate under temperatures reached in cooking or freezing are replaced with similar but more sturdy natural flavoring extractives. Thus, all the flavoring elements of the Mexican Vanilla Bean remain intact and ripen in the finished goods.

Why not try Aromanilla now? We are so sure that it will help improve the palate-appeal of your goods that we are offering a trial supply with a money-back guarantee. Place your order by using the coupon below; and if, after using Aromanilla, it doesn't meet with your approval, return the unused portion collect and we'll gladly refund your money.

— TRIAL OFFER —

I'd like to try Aromanilla under money-back agreement as explained above. Please place my trial order for:

1 pint concentrate (equals 2 gals. standard flavor) \$8.00
1 gal. concentrate (equals 16 gals. standard flavor) 52.00

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Company.....
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City..... Zone..... State.....

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lization (-20°) from acetone solution. After repeated crystallization from acetone the odorless crystalline material melted at $132-135^{\circ}$ C. and gave a positive Liebermann-Burchard test. Kraybill, *et al.* (19) have reported the melting point of the purified mixed phytosterols of soybean oil as $134-136^{\circ}$. The elementary microanalysis⁵ of the isolated crystalline fraction (dried at 100°) is as follows: C, 82.66%; H, 11.55%. The carbon value is lower than expected for a mixture of only sitosterol and stigmasterol and possibly may be due to retention

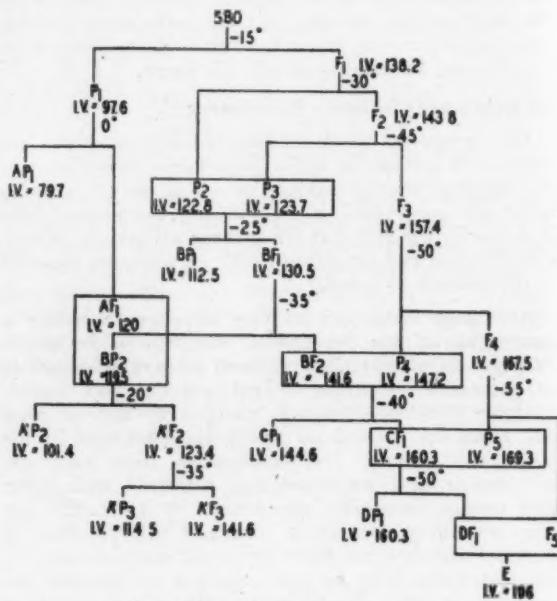


FIG. 4. Low Temperature Fractionation of Soybean Oil.

of solvent of crystallization. Such an effect has been encountered before in the elementary analysis of sitosterol (20).

The material remaining after removal of the sterol fraction gave positive Emmerie-Engel (21) and Furter-Meyer tests (22), indicating the possible presence of tocopherol. Examination of the ultraviolet spectrum at this point showed that the maximum bicuspid peak at $264-268$ m μ was still present. The material was then chromatographed on activated alumina. Two zones were obtained: a broad brown zone near the top and below it a narrower yellow zone.

Top Zone Waxy, Oily

The top zone was found to consist of waxy and oily material. The waxy substance was isolated and gave a negative Liebermann-Buchard test. Not enough material was available for further examination. When the material present in this zone was subjected to alkali isomerization, charring and the deposition of insoluble material occurred. Ultraviolet examination after this treatment showed the present of a maximum at 234 m μ but none at 270 m μ . This observation would indicate the absence of linolenic acid but the possible presence of a dienoic acid.

The selective absorption shown by the condensate initially was also observed in the material present in the lower zone. This material was heated in dioxane solution containing stannous chloride and concentrated

⁵The microchemical analysis was performed by the Microchemical Laboratory, California Institute of Technology, Pasadena, California.

HCl according to the procedure of Tishler and Wendler (23) for cyclizing tocoquinone to tocopherol. The product obtained in this way was purified by chromatographic adsorption on alumina. It possessed antioxy-
genic activity in lard (antioxidant index 2 at 90° C.) and showed a maximum at 285 μ when its ultraviolet spectrum was measured in isoctane solution. Pure tocopherol exhibits a maximum in the region of 290 μ (24). However, in the presence of fatty materials as shown by Drummond and co-workers (25) and also observed in this laboratory, the maximum is shifted to lower wave lengths.

The sterol fraction and the material obtained from all sections of the chromatographic column and percolate were examined for the presence of substances which would impart reverted flavors to bland soybean oil. The proportions of materials used for this reconstitution were adjusted to that estimated to occur in the original reverted oil. None of the fractions examined imparted a definite reverted flavor to the soybean oil. The tocoquinone fraction produced a nutty flavor, but the other fractions imparted slight if any off-flavors to the oil.

This disappearance of the "reversion" compounds during the isolation procedure suggested that they might be volatile compounds. This was found to be the case. Two aliquots of an ether extract of the condensate were evaporated on the water pump. The evaporation of one of the aliquots was continued for several hours on a hy-vac pump. Fresh soybean oil was added to both fractions. No off-flavor was imparted to the oil by the sample evacuated at low pressure but a pronounced fishy and painty flavor was given to the oil by the aliquot evaporated only on the water aspirator. Further work is in progress to isolate larger amounts of the volatile substances and to ascertain their identity.

It is apparent from the work described above that the substances producing off-flavors in reverted soybean oil are present in extremely small amounts whereas their precursors are much more abundant. Although the task of isolating these precursors seems scarcely a feasible one in the absence of a quantitative or even semi-quantitative method of assay, an attempt has been made to effect a concentration of these substances by fractional crystallization of refined and deodorized soybean oil from acetone. Bull and Wheeler (26) have reported that soybean oil can be separated into saturated and unsaturated fractions by low temperature solvent crystallization from acetone.

The systematic fractionation that was carried out in this laboratory was more extensive and is represented schematically in Figure 4. The fractionation was begun with a sample of about 200 g. of soybean oil dissolved in sufficient acetone to make a 10% solution by weight. Each of the subsequent crystallizations shown in the chart was performed in 10% solution, adjustments in the volume of filtrate being made where necessary. The time allowed for crystallization at each of the specified temperatures was generally two hours. By this means the soybean oil with an initial iodine value of 134 was separated into eight fractions ranging in iodine values from 80 to 196. A spectrophotometric analysis of each fraction was made for the linoleic and linolenic acid content of the component glycerides. A summary of the results are given in Table II. It may be noted that an appreciable fractionation of the component glycerides has been effected. Riemenschneider, *et al* (27) have recently demonstrated how data of this type may be used in determination of the glyceride structures present in a fat.

The fractions obtained in highest yield, BP₁, CP₁, and

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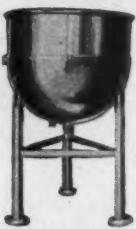
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DP₁ (Fig. 4) containing 7.4%, 10.3%, and 12.8% linolenic acid, respectively, were exposed to the G. E. R-40 lamp for one hour and compared in flavor with a sample of the original oil treated in like manner. The three fractions, initially bland or nearly so, and the original oil developed the grassy or hay-like flavor char-

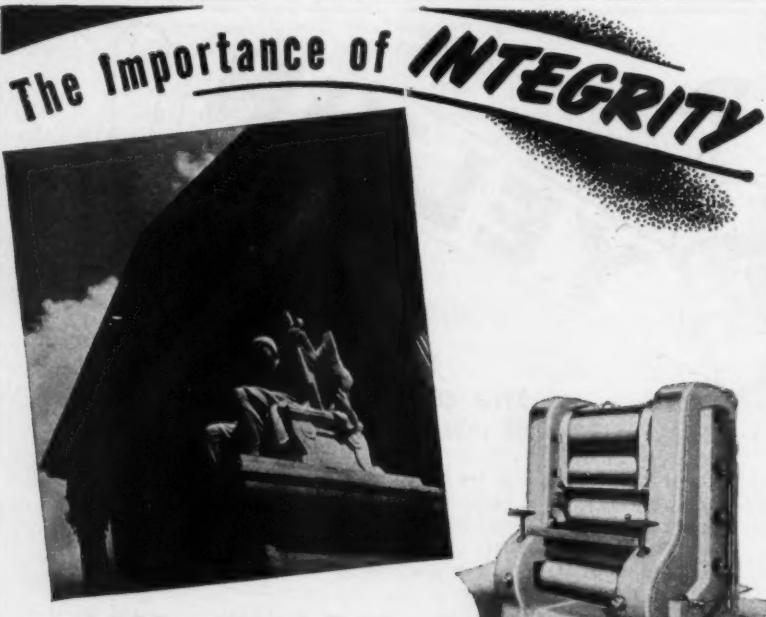
TABLE NO. II
Analysis of Fractionated Soybean Oil

Fraction	Weight g.	Iodine Value	Linolenic Acid %	Linoleic Acid %	Oleic Acid %	Saturated Acids %
Original oil	216.0	133.5	10.3	53.5	9.3	26.9
AP ₁	8.1	79.7	6.5	31.1	6.2	56.2
AP ₂	7.1	101.4	6.9	40.1	11.0	42.0
BP ₁	48.3	112.5	7.4	44.9	11.8	35.9
AP ₃	16.7	114.5	6.9	44.2	17.4	31.5
AF ₃	8.2	141.6	10.7	55.2	13.8	20.3
CP ₁	60.7	146.6	10.3	58.2	14.5	17.0
DP ₁	36.1	160.3	12.8	60.7	17.1	9.4
E	2.0	196.0*

* Corrected for the unsaponifiable fraction. The high content of unsaponifiable matter (25%) in this fraction makes the spectrophotometric determination of the unsaturated acids uncertain.

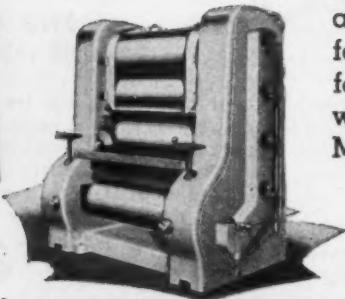
acteristic of reversion. No definite difference in degree of reversion was noted between the original oil and fractions BP₁ and CP₁; on the other hand, fraction DP₁ appeared to be more strongly reverted than the control. No clear-cut conclusions, however, can be drawn from these results because the tests are complicated by the fact that autoxidation in the isolated fractions proceeds at a very much faster rate than in the original soybean oil, doubtless due to the removal of natural antioxidants. It is not yet known whether variation in autoxidation rate, keeping all other factors constant, will influence the development of reversion.

The ultraviolet spectra of all the final fractions in Figure 4 were examined for the presence of preformed conjugation. Maxima in the vicinity of 234 m μ and 268 m μ , indicative of diene and triene conjugation, were



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absent. The fraction E showed a maximum at 285 $\mu\mu$, apparently due to tocopherol. The unsaponifiable portion of this fraction, after removal of sterols, exhibited a maximum at 288 $\mu\mu$. Surprisingly, the least soluble fractions AP₁, AP₂, AP₃, and AT₃, showed maxima at 280 $\mu\mu$. The substance producing this selective absorption is not known.

The ultraviolet spectral changes produced in soybean oil by treatment with heat and visible and ultraviolet light have been determined. Heat treatment appears to cause more deep-seated changes than does exposure to visible or ultraviolet irradiation. Distinct flavor changes occur in soybean oil under these different conditions; that produced by visible light of strong intensity being the easiest to recognize.

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JAMES B. LONG & CO., Chicago, officers discuss the firm's personnel retirement plan in Col. Long's new offices. Shown left to right are: Horace B. Taylor, general sales manager; Emily M. Abbott, secretary; and Col. James B. Long, president. The firm recently moved into larger quarters which were completely remodeled. An intensive salesman training program under personal guidance of Col. Long and Mr. Taylor has also been installed.

Imitation Rum Flavor P&S

(West Indies Type)

As tangy as the salt air and
musk of rum kegs combined

This treasure of full-bodied flavor
added to your candies will open new
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Build a reputation for candy of

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CONFECTIONER'S BRIEFS

• Schutter Candy Co., division of Universal Match Co., St. Louis, is renewing sponsorship of the radio program "David Harding, Counterspy".

• Wilbur-Suchard Chocolate Co., Lititz, Pa., recently presented gold watches to three employees with 25 years service. At the same meeting, President Walter H. Mann reported 1947 promises to be a banner year in spite of higher costs and production difficulties.

• Dolores Jerome's, Seattle, recently opened a modernistic new candy store in Lake City, Wash. This is part of the expansion plans of the company, states Dave Vinikow, owner.



W. MELVILLE CRIBBS, general manager Chicago division of National Candy Company, announces his retirement as soon as a successor can be found. He will remain at his post until the new management completes plans for the continued operation of its newly acquired business.

• The Cincinnati Candy Recovery Ass'n recently installed officers as follows at its annual party: August Hussell, president; G. Otto Ehrhardt, vice-president; Chas. E. Schneider, secretary and treasurer; Edward Spannagel, sergeant-at-arms. Directors also installed are: Lester Buerkel, Elsie Doscher, Louis Arrico, Joseph Grady, Paul Groene, Ruth Johnson, John Poetker and Henry Siemers.

MARCUS GLASER succeeds his late stepfather as president of Glaser Bros., San Francisco. The firm, whose 28 branches average in excess of \$36,000,000 yearly, is one of the largest confectionery, tobacco, and liquor wholesale houses in the U.S.



• NCA membership totaled 592 in 1946, a gain of over 12 per cent over 1945, NCA reports. New active members approved at the recent directors' meeting include: Margaret Burnham's, Inc., Oakland, Calif.; Onslow Candy Co., Charleston, S. C.; Parkway Confections, Portland, Ore. New ap-

proved associate members include: DeLuxe Craft Mfg. Co., Chicago; United Date Growers Ass'n, Coachella, Calif.; Wessels, Kulenkampff & Co., New York; Hummel & Downing Co., Milwaukee.

• Confectionery sales and distribution survey questionnaires were scheduled for last month's mailing to confectionery manufacturers, reports George F. Dudik, of the U. S. Dept. of Commerce Foods, Fats, and Oils Section. Figures for the first time will also show in the 1946 survey area sales distribution, sales and distribution on five specific types of confectionery, and a further breakdown of sales to chain stores by type.

• E. R. Wood has retired from the executive staff of National Candy Co., Chicago, it is announced. Mr. Wood was with National for 21 of his 33 years in the confectionery industry. He is also a past director of NCA.

• The House of Bauer, Lincoln, Neb., reports capital stock is \$500,000 and that Raymond Bauer is resident agent.

• U-Select-It Candy Service, Inc., Topeka, Kans., recently obtained a charter to operate a confectionery and soft drinks supply business, starting with \$25,000 of an authorized capitalization of \$50,000. Eugene G. Coombs is resident agent.

• Curtiss Candy Co., Chicago, is presenting Mr. and Mrs. James Halpin, Chicago, with an all expense trip to Hollywood. The gift is a reward for placing first in a sales contest held by Bireley's beverage division of the company.

• Glidden Co., Cleveland, announces through N. B. Betzold, general sales and advertising manager for the Durkee unit of the company, completion of an eight-year redesigning and repackaging program. The program absorbs several regionally known brand names, merging them under the Durkee label.

• Nutrine Candy Co., Chicago, last month honored Neal V. Diller, executive vice-president, with a testimonial banquet commemorating his 25 years' service. B. H. Goodman, founder and president, also presented Mr. Diller with a handsome watch.



WALTER R. KEEFE who is now general sales manager of Henry Heide, Inc., New York. Mr. Keefe joined the organization as office boy and came up through the various departments. He is married and has two children.

• George Ziegler Co., Milwaukee, reports Julius P. Schmidt, sales manager, has resigned. Mr. Schmidt started with Ziegler's at the age of 16. He plans to enter the merchandise brokerage business.

• 1946 saw a huge increase in use of National Food Brokers Ass'n food brokers, Watson Rogers,



Catch a hoodlum rifling your safe, and you knock him on the noggin with the nearest fire extinguisher! Clunk! A job well done!

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NFBA president, revealed at the business session of the association's recent 42nd annual convention, in Atlantic City. Over 8,000 representatives of the nation's food and grocery industry attended, an estimated all-time high. Effectiveness of NFBA's special educational program causes it to be continued in 1947, Mr. Rogers disclosed.

• **Hershey Chocolate Corp.**, Hershey, Pa., reports President William F. R. Murrie has expressed his desire to retire on March 24, at which time the stockholder's meeting will be held. He will continue on the board of directors of the Hershey Bank, Hershey Trust Co., and as a trustee of Hershey Industrial School, and the Hershey Foundation.

• **Mars, Inc.**, Chicago, is now offering \$1000 on the Dr. I. Q. quiz for correct answers to the six Right and Wrong statements.



GRIFFITHS SALES COMPANY, St. Louis, recently moved into new and enlarged quarters at 725 Clark Avenue. The company specializes in candies, notions, and sundries. The sales staff, with their new automobiles, serve wholesale candy, drug, grocery, syndicate, super-market, and variety trade in Missouri, Kansas, Illinois, and Mississippi river towns in Iowa.

• **Huyler's Inc.**, Long Island City, announces that George P. White, secretary-treasurer, has been elected a member of the board of directors and treasurer of the Confectioners' Industrial Relations Board.

• **R. H. Hardesty Co.**, Richmond, Va., announces release of a booklet of terse sayings titled, "Time Bombs That Build."

• **Georgia Baking Co.**, Macon, Ga., is a new corporation for confectionery manufacture. It will also buy and sell food products of all kinds.

• **William K. Rosskam**, founder and treasurer of the Quaker City Chocolate and Confectionery Co., Inc., Philadelphia, died recently after a long illness. His age was 75.

• **William P. Sullivan**, 60, proprietor of a candy firm in Hibbing, Minn., passed away at his home there recently.

• A wholesale company operating in the Bloomington-Normal-Toluca, Ill., area is being opened by William J. Clanin and his uncle, J. Palmer Clanin. Among the accounts to be handled by the company is the Paul F. Beich distribution, it is said.

How to Make Tasty Bonbons: An Expert's Handy Formula

(Continued from page 35)

and also used for special work:
30 pounds granulated sugar
20 pounds water
Cook to 244° F. and work the same as other batch.

Plain Syrup

2 pounds granulated sugar
1 1/4 pounds water

Bring to a good boil. Then it is ready for use.

Bon Bon Centers

A very large assortment of centers can be used in making bon bons. One thing to remember though, is, that they should be small, for when coated in cream fondant it forms a heavy coating. If the centers are too large the bon bon will look out of proportion, if packed with chocolate and will not pack well in standard size boxes.

Cast Centers

A splendid, large variety can be made by using the straight bon bon cream. Melt this cream fondant, when flavor, color, and plain syrups are added, to run through funnel and use pure fruit center.

A few suggestions follow:

Crushed strawberries dipped in pink cream.

Crushed pineapple: dipped in yellow cream.

Crushed cherries: maraschino flavor, dipped in white cream.

Raisins ground fine: rum flavor, dipped caramel color.

Peaches and Cream: dipped in peach flavor, peach color.

Roasted filbert paste cream: dipped in coffee flavor and color.

Coconut plastic fondant: dipped in white vanilla flavor.

Nut Centers

Made by using the straight bon bon cream mixed with fine ground nuts with cream flavor and color.

Nuts used in this mixture or assortment should be ground in a fine grating machine or a small coconut grater.

Use a half or one pound of grated nuts to four pounds straight bon bon cream. Mix well, flavor color and reduce with plain syrup. This cream can be run quite hot. They may seem quite firm when dipped, but will mellow down when dipped in the bon bon cream.

Ground walnuts: vanilla flavor, white cream fancy top.

Ground pecans: maple flavor, maple color cream.

Ground pistachio: pistachio flavor, light green color.

Almond paste: white cream, dipped in chocolate flavored cream.

Special Bon Bon Centers

Cut small pieces of vanilla walnut fudge, and dip in vanilla cream.

Cut small pieces chocolate fudge, and dip in chocolate bon bon cream.

Cut small pieces cherry nougat, and dip in white bon bon cream with half cherry top.

Cut oblong small pieces of butter scotch and dip in butter scotch flavored cream.

Cut small pieces of caramel and

dip in bon bon cream—caramel flavor and color.

Mix one pound straight bon bon cream and one-quarter pound good butter and little vanilla pure. Mix well and roll in oblong pieces, then dip in bon bon dipping cream—vanilla flavor.

Fresh Coconut Bon Bons

Grate 5 pounds of fresh coconut, 3 pounds of granulated sugar and 2 pounds of corn syrup.

Mix well and cook to a medium ball. Let cool. Then roll in small coconut balls. Dip and make assortment of colors and flavors.

Maybe you've tried all kinds of butter flavors and maybe you think you are using the best, but DACO "93," made from unsalted creamery butter, will give you a new slant; as it has so many others. That's because it is the only butter flavor on the market where all the active flavor is derived from and developed in, BUTTER.

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How expensive is it to use this finer, mellower flavor? Well, 1 oz. of DACO "93" will flavor 100 lbs. of sweet goods. Here is one spot where you get the best for the least. You owe it to yourself and your company to discover and test this great flavor.

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SUPPLY FIELD NEWS

• Senneff-Herr Co., Sterling, Ill., at a meeting of the newly elected board of directors, created the new post of chairman. Ben F. Kreider, elected by the board to fill the new post, presented a brief report on the achievements of the past year stating that 1946 was the best year in the history of the company. He also outlined the expansion plans for 1947 which include improvements at the three plants in Sterling in preparation for increased production.



Ben F. Kreider

Newly elected officers of the company are: C. W. Senneff, president; Fred A. Hay, vice-president; Ben F. Kreider, treasurer and general manager; Lester Kreider, assistant treasurer; Dan L. Metzger, Jr., secretary; Miss Hazel Frey, assistant secretary. Galen L. Hauger continues general sales manager.

• Removal from allocation of evaporated milk, dry whole milk, and non-fat dry milk solids effective January 1, 1947, has been reported by the U. S. Department of Agriculture.

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• **Flo-Sweet Products Corp.**, a subsidiary of Re-fined Syrups & Sugars, Inc., Yonkers, announces the appointment of J. P. Cody as executive vice-president. The firm was recently formed to handle sale of packaged products.

• **A. E. Staley Mfg. Co.**, Decatur, Illinois, reports the sale of 2,900,000 pounds of soy flour to the British Ministry of Foods. The full fat grade of soy flour being shipped contains 20 to 22 per cent oil fat.

• **Monsanto Chemical Co.**, St. Louis, reports formation of a western division in Seattle to supervise the expansion of the company on the Pacific Coast. The four plants in the new division were formerly the principal units of I. F. Laucks, Inc., which has been operated by Monsanto since merging in 1944.

• **B. W. Dyer & Co.**, New York, announces the company contribution to the Profit Sharing Plan for 1946 as \$13,089.16. Thirty-one employees receive an annual pro-rata share.

• **Secretary of Agriculture Anderson** asserts the government should continue in control of the country's sugar supplies throughout the year. He further disclosed the hopes of the government to retain 6,800,000 tons of sugar as this country's allocation for 1947. This is equal to 83 pounds per capita. Last year's 73 pounds per capita was a 40-year low.

• **Pastor Dairy Products Co.**, Chicago, announces appointment of Oscar J. Roth as representative in Indiana and Illinois.

• **H. A. Johnson Co.**, Boston, recently held its annual sales meeting at the Boston office. Mason

Rector of the Newport Creamery Co., R. I., spoke on problems of the ice cream trade and Henry Fisher of the Durand Co., on confectionery trade problems.

• Removal of all import restrictions on cocoa beans, cocoa butter, and unsweetened cocoa powder, effective January 7, 1947, is reported by the U. S. Dept. of Agriculture.

• **Stein, Hall & Co., Inc.**, recently honored 31 employees having over 25 years service. Each was presented a gold watch at the company's annual Christmas party at the Savoy-Plaza hotel.

• **Continental Can Co., Inc.**, New York, will finance a major portion of its new expansion program with the New York Life Insurance Co., it is reported. Financing will be approximately \$10,000,000.

• **American Maize-Products Co.**, announces appointment of Charles F. Baumgart as manager of Grocery Products Division and Arthur Doscher as field sales manager of the Eastern Division.

• The 1946 sugarcane crop to be used for the production of sugar is estimated at 5,925,000 tons, compared with 6,276,000 tons last year and the 1935-44 average of 5,426,200 tons. Louisiana production is 4,769,000 tons, and Florida 1,156,000 tons. A total of 461,000 tons of cane sugar, 96 degree raw basis, is expected from the 1946 crop, compared with 475,000 tons last year and the average of 451,500 tons.

• **Durkee Famous Foods**, Elmhurst, Long Island, N. Y., reports first shipments of Blue Bar Desiccated Coconut were to arrive last month in New York following complete restoration and renewed



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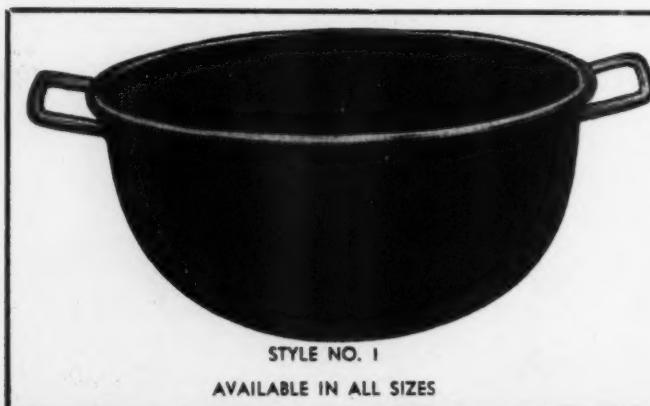
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operation of the Blue Bar Cocoanut Co., Manila, plant at Lusacan in the Philippines. John McCord, president of the Manila firm, completed the restoration of the war damaged plant following release from the Japanese prisoner of war camp at Santo Tomas. Mr. McCord, who weighed 190 pounds when interned and 105 when liberated, is now in the U.S. buying material and machinery to rebuild his other plants. Harry Scott Davis, sales manager of Durkee's, is distributing a booklet on Mr. McCord's story.

• **Brand Names Foundation, Inc.**, New York, recently appointed Edgar J. Sherman director of development and assistant managing director, announces Henry E. Abt, managing director.

• **Sylvania Division, American Viscose Corp.**, New York, reports shortages of basic raw materials will continue to limit the supply of cellophane in the early months of 1947 as they have throughout 1946.

• **Distillation Products, Inc.**, Rochester, as a result of a recent survey, reports chocolate and peanuts are a good source of vitamin E.

• An insecticide developed by the Germans during the war, called "Bladan," may supplant DDT in many uses, the U. S. Dept. of Agriculture reports.

• **Texarkana Candy Co.**, Texarkana, Ark., reports its night watchman was recently found dead, apparently murdered by thieves as he punched his time card. About 12 sacks of sugar were stolen from a room 75 yards distant.

• **The Hershey Chocolate Co.**, Hershey, Pa., will pay an extra dividend on convertible preference stock, payable February 15 to stockholders of record January 15, according to a recent report.

• **Harry C. Deakyne**, member of the firm of Deakyne Bros., Chester, Pa., passed away at his home recently. Mr. Deakyne was 50. He was to have assumed the office of vice-president of the Chester Kiwanis Club the evening following his death.

• **Henry F. Lamp**, McKeesport, Pa., recently died in Overlook Hospital, New Wilmington, Pa. Mr. Lamp was a retired member of the firm of Lamp Bros., wholesale confectioners in McKeesport.

• **U. S. coffee consumption in 1946** will near 1945's all-time high of 20,550,000 bags, and hopes for early resumption of trading in the sugar futures market are reported by C. A. Mackey, president of the New York Coffee and Sugar Exchange, Inc. Mr. Mackey states the exchange has already created a new raw

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sugar contract to be known as the No. 5 Contract in anticipation of early renewal of sugar futures trading.

• General Foods Corp., New York, reports the largest cocoa shipment on record to sail out of Brazil arrived here recently. The record cargo totaled almost 90,000 bags. 66,744 bags were consigned to Walter Baker chocolate cocoa division of General Foods.

• Lamborn & Co., Inc., New York, is distributing the 15th annual edition of its sugar calendar containing vital statistical data pertaining to sugar.

• United States cocoa dealers, following a meeting recently, announced they would seek a lower price before accepting an offer of 20,000 tons of African cocoa made to U. S. importers by England. The offer price was 25 cents a pound cost and freight for January-April shipment. This is approximately 6 cents over the previous price for African cocoa.

• The Waller County peanut crop in Texas will fall approximately 60 per cent short of normal expectations, according to the views of a number of peanut growers in the locality. The crop has averaged an estimated \$500,000 annually.

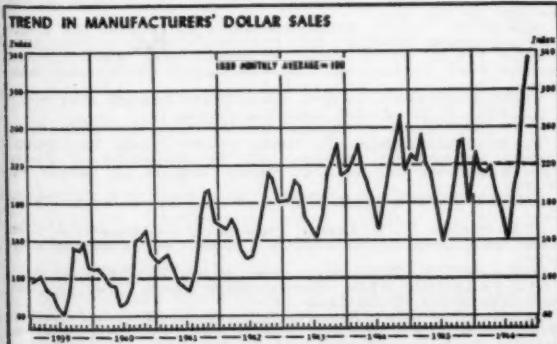
• Polak's Frutal Works, Inc., Long Island City, reports acquisition of another factory at Middletown, N. Y., as part of the firm's expansion plan. The new site covers approximately four times more area than the Long Island plant. The company also reports that its plants abroad escaped damage during the war and have resumed operations.

Dollar Sales Record Established in November: Eleven Month Sales Approximately \$595,000,000

A new high dollar sales record was established in November by manufacturers of confectionery and competitive chocolate products, reports J. C. Capt, director of census. Sales for the first eleven months were 5 per cent above the same period in 1945. These data are based on reports from 286 manufacturers located throughout the country.

Total candy sales by all manufacturers in the country for the first eleven months of 1946 are estimated at approximately \$595,000,000.

November sales in pounds as reported by 126 manufacturers increased 11 per cent over 1945 while their dollar sales increased 38 per cent. The rise in dollar sales was due principally to an average price increase of 6.1 cents per pound, from 24.7 to 30.8 cents. Comparing the first eleven months of 1946 with the corresponding period of 1945, poundage sales were off 2 per cent, whereas dollar sales were up 7 per cent.



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Preserved in pure white cane sugar, a brand new process locks in the natural flavor of these FLORIDA sun-kissed fruits. No artificial color or flavor used. Order a Drum today or send for a sample. Conveniently packed 45-lb. air-light DRUM.

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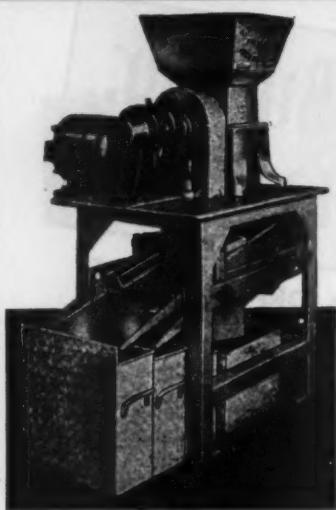
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• Corn Products Refining Co., New York, recently announced promotion of W. H. Gamble to general sales manager in charge of all product sales.

• California and Hawaiian Sugar Refining Corp., Ltd., recently opened an office in New York City, at which its raw sugar operations will be conducted. Albert Levin has been appointed New York representative of the company.

• Continental Can Co., New York, announces election of William I. Meyers and Frank L. Elmen-dorf as directors of the company.

• Senneff-Herr Co., Sterling, Ill., reports that Ben F. Kreider, treasurer and general manager, is going to Florida for several weeks. He will combine business with pleasure, calling on the trade enroute.

• B. W. Dyer & Co., New York, reports the U. S. State Department plans negotiations next spring with 18 countries to reduce tariffs and other trade barriers and will try to eliminate tariff preferences long given to Cuba.

• Monsanto Chemical Co., St. Louis, announces appointment of Dan J. Forrestal, Jr., as director of industrial and public relations. Mr. Forrestal was formerly assistant to the president.

• Rockwood & Co., Brooklyn, and the Froedert Grain and Malting Co., Milwaukee, are proposing merger, their presidents report. H. Russell Bur-bank, of Rockwood, and Kurtis R. Froedert, of Froedert's, are planning details for submittal to directors and stockholders.

• Chicago Candy Production Club elected the following as officers: Sam Bernheim, president; Howard Aylesworth, vice-president; E. V. Wppard, secretary; J. E. Clarke, treasurer. Nomination of M. E. Sayer, Mr. Aylesworth, and Mr. Wppard as directors was also approved. Membership committee includes: Mr. Aylesworth, chairman; Walter Whitehead, Walter Kraft, Walter Wetterer.

• Leaders of NCA's Council on Candy 1947 drive named by W. C. Dickmeyer, national chairman, in-clude:

NEW ENGLAND—Daniel F. Flynn, Schutter Candy division of Universal Match Corp., succeeds Robert H. W. Welch, Jr., of the James O. Welch Co. Both Mr. Welch and John H. Reddy, former national chairman, will continue actively in the drive.

NEW YORK—Irvin C. Shaffer, of Just Born, Inc., and the Maillard Corp.

PHILADELPHIA AREA—Ira Minter, of Minter Bros., succeeds C. R. Kroekel. Mr. Kroekel is now a member of the Council's com-mittee.

PITTSBURGH AREA—L. J. Weaver, of Weaver, Costello & Co., succeeds Charles Clark. Mr. Clark, like Mr. Kroekel, has joined the national committee.

VIRGINIA—R. H. Hardesty, Jr., of the R. H. Hardesty Co.

THE SOUTH—W. B. Riley, sales manager of the Brock Candy Co., Chattanooga, succeeds Wm. Brock, Jr., president of the same firm.

LOUISIANA-MISSISSIPPI—R. L. Hodges, Sr., president of the National Confectionery Salesmen's Ass'n.

INDIANA-OHIO-MICHIGAN-KENTUCKY—W. C. Dickmeyer, national chairman of the Council for 1947, will also serve as district manager for this area.

WISCONSIN, UPPER MICHIGAN—Julius P. Schmidt, Hot Fudge Co., continues as leader.

TWIN CITIES AREA—Walter W. Sandell, Miss Morris Candies, succeeds Oscar Trudeau, now vice chairman of the national com-mittee.

MISSOURI-KANSAS—Harry I. Sifers, Sifers Valomilk Conf. Co.

ILLINOIS—E. W. Walters, King Cole Candies, Inc.

ARKANSAS—Frank J. Iseman, Karcher Candy Co., Little Rock. TEXAS-OKLAHOMA—F. K. Smith, Novelty Peanut Co., Dallas, remains as campaign manager, with the cooperation of Porter King, King Candy Co., and I. C. Parker, Pangburn Co., both of Ft. Worth.

COLORADO-WYOMING-MONTANA—A. C. Baker, Brecht Candy Co.,

UTAH-IDAHOT—W. W. Casiday, Sweet Candy Co., succeeds J. Vern Glade, Glade Candy Co. Mr. Glade is a member of the national com-mittee.

LOS ANGELES AREA—George Kiepe, of Geo. Kiepe & Sons.

SAN FRANCISCO AREA—Theodore White, Sierra Candy Co., suc-ceeds John McKey, Euclid Candy Co.

OREGON-WASHINGTON—J. C. Haley, Brown & Haley, Tacoma, Wash., succeeds Cecil McKinstry, Imperial Candy Co. David Hamilton, Hamilton Candy Co., will work with Mr. Haley.

• **Edward Remus & Co., Inc.**, New York, announces Associated Chemicals, manufacturing agents, will represent them in North Dakota, South Dakota, and Minnesota. The company also reports that George N. Cox, Kansas City branch manager, recently spent a week at the home office in New York.

• **U. S. Department of Agriculture** reports that California sugar beet growers will receive a minimum of \$14.50 per ton for 1947 crop sugar beets of the average quality of recent years, including payments under the Sugar Act of 1937, as amended. This is about \$1.00 more per ton than the guarantee for 1946.

• **Pulverizing Machinery Co.**, N. J., recently released a 48-page book describing the complete line of Mikro-Pulverizers and Mikro-Atomizers.

• **A. E. Staley Manufacturing Co.**, Decatur, Ill. recently named Paul D. Kirkpatrick assistant sales manager in charge of Eastern division package operations.

• **Col. Charles S. Lawrence**, commanding officer, Quartermaster Food and Container Institute for the Armed Forces, Chicago, was recently awarded the Bronze Star medal with Oak Leaf cluster by the War Department.

• **Confectioners Round Table**, Chicago, held its first in a series of seminars at a luncheon meeting last month, discussing "Does the Industry Face a Chocolate Famine?" Manufacturer panel members included: Miss G. B. Schoenleber, president, Ambrosia Chocolate Co.; Henry Blommer, president Blommer Chocolate Co.; and John Warfield, president, Warfield Chocolate Division, Warfield Co. Discussion leaders included: H. J. Thurber, Wilbur-Suchard Chocolate Co., Inc.; A. Waldner, Klein Chocolate Co.; W. Kainsteiner, Walter Baker & Co., Inc.; Paul Sweaza, Rockwood & Co.; and John Clarke, Lamont, Corliss & Co.

• **John A. Patton**, president, John A. Patton, Management Engineers, Inc., Chicago, has been named one of the 10 outstanding young men of the year by the U.S. Junior Chamber of Commerce. (An article by Mr. Patton on "Save Time Losses to Boost Output" appeared in the January issue, pp. 46-47, of *The Manufacturing Confectioner*.—Ed.)

• **Ralph R. Ludecke**, general traffic manager, Standard Brands, Inc., New York, is named Eastern vice-president of the National Council of Private Motor Truck Owners, Inc. C. S. Decker, of The Borden Co., New York, is named a director.

• Complete abandonment of sugar rationing's present methods for industrial users may be necessary if higher courts uphold the decision of Justice F. D. Letts of the Washington, D.C., federal district court that the system is invalid, announces Maj. Gen. P. B. Fleming, director of the office of temporary controls which recently absorbed OPA. The January 23 decision rules OPA's "historical use" formula for determining industrial sugar rations is prohibited by the war mobilization and reconversion act of 1944. C. W. Quick, chief counsel for the OPA sugar branch says the ruling will be appealed.



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For Every Candy Library

A good candy library will effectively answer ever-occurring technical questions with instant, complete satisfaction. Let the experts work for you. Turn their knowledge into greater profits for your firm. The books listed here are carefully selected to help make your candy library an authoritative, finger-tip source of profit-making, time-saving technical information.

1—Chemical Formulary, Volume VII	
Edited by H. Bennett, F.A.I.C.	\$6.00
2—Glue and Gelatine	
By Paul I. Smith.....	\$3.75
3—Confectionery Analysis and Composition	
By Dr. Stroud Jordan and Dr. K. E. Langwill	\$3.50
4—Glycerine	
By Georgia Leffingwell, Ph.D. and Milton A. Lesser, B. S.	\$5.00
5—Handbook for Chemical Patents	
By Edward Thomas, A.B.	\$4.00
6—Rigby's Reliable Candy Teacher	
By W. O. Rigby.....	\$3.00
7—Soybean Chemistry and Technology	
By Klare S. Markley and Warren H. Goss.....	\$3.50
8—Spice Handbook, The	
By J. W. Parry.....	\$6.50
9—Tropical Fruits	
By Sukh Dyal, B.Sc. (Hons.), M.Sc.....	\$2.75
10—Introduction to Emulsions	
By George M. Sutheim	\$4.75
11—Confectionery Problems	
By Stroud Jordan, M. S., Ph. D.	\$3.00
12—Confectionery Standards	
By Stroud Jordan, M. S., Ph. D.	\$3.00
13—Photomicrography	
By Charles P. Shillaber	\$10.00
14—Examining Dentist in Food Hazard Cases	
By Charles A. Levinson, D. M. D.	\$2.00
15—Chocolate Evaluation	
By Stroud Jordan, M.S., Ph.D.....	\$3.00

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**Norris Candies President Honored in Atlanta;
Mrs. Lowenstein Woman of Year in Business**

SELECTED as Atlanta's Woman of the Year in Business for 1946, Mrs. Frank Lowenstein, who entered the business world when the bottom was falling out of the international market, has been instrumental in the



MRS. FRANK LOWENSTEIN, president of Norris Candies, Inc., Atlanta, was recently honored for her part in guiding the company to its highest production record in the 42 years it has been in operation. She was named Atlanta's Woman of the Year in Business for 1946.

continued rise of Norris Candies, Inc. over a period of difficult years. In 1946 the company, in manufacturing over 3,000,000 pounds of candy, had the largest production year in its history. This was accomplished despite the many shortages and the fact that the company was operating with but 60 per cent of its 1941 sugar quota.

Mrs. Lowenstein's husband, who was president of Norris Candies Inc., died in 1929. Mrs. Lowenstein took over as vice-president and general manager of the company. Seven years later she was made president.

Mrs. Lowenstein is recognized as a leader in her industry, and as an authority on designing, merchandising, packaging and advertising. She represented the South on the National Advisory Committee for the confectionery industry. During the war she served on the Industry Advisory Board for the War Foods Administration, the OPA, and the Department of Agriculture.

It was said of her in the official program of the Woman of the Year banquet on January 15th at the Atlanta Biltmore Hotel:

"For her executive leadership in directing one of the oldest manufacturing industries of its kind in the country and for her diligence in overcoming serious post-war shortages and economic disruptions to establish the highest production record in the 42 years of her company's operation, Mrs. Frank Lowenstein, president of Norris Candies, Inc., was named the most eminent of Atlanta's business women for 1946. Mrs. Lowenstein directs an organization of 400 persons and, during the span of the war years, quadrupled her company's production to the 1946 total of three million pounds. Combining the aesthetic qualities required for designing and packaging her product, the culinary sense necessary to produce it, and a thorough knowledge of merchandising and distribution, Mrs. Lowenstein has attained a recognized place of prominence among the country's leading women executives."

• **Imperial Candy Co.**, Seattle, recently lost an executive member of the firm through death, when Clarence L. Vanderburg, vice-president, collapsed and died while delivering an address in the Chamber of Commerce auditorium.

• **Rudolph's Fourth Street** candy store, Louisville, mourns the death of Miss Lillie T. Waltz who had been with the company for 30 years.

• **McAfee Candy Company's** president, Charles O. McAfee, has been elected a director of the Citizens & Southern National Bank in Macon, Ga.

• **Blum's Confectionery**, San Francisco, is making preliminary studies for a new Van Ness Ave. retail store and factory building, reports Robert Seligson, treasurer. A second factory will also continue in operation.

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- **Loft Candy Corp.** is reverting to the policy of candy only due to trading increases. It is reported they will open 34 new stores if and when material is available.

- **John T. Bond & Son**, Los Angeles, recently held their annual sales meeting. A substantial bonus was distributed to all men.

- **Wilbur-Suchard Chocolate Co.**, Lititz, Pa., are presenting their teen-age record show "Juke Box Jury" on WNEW, New York, as well as on WPEN, Philadelphia. The company is reported planning to extend the show to the Pittsburgh or Cleveland area in the near future.

- **F. M. Hoyt & Co.**, Amesbury, Mass., as a phase of its employee profit sharing plan, presented each employee with a share of the profits, a cash gift, and a \$1,000 life insurance policy at a recent banquet.

- **National Candy Co.**, St. Louis, announces retirement of Fred J. Mueller, general sales manager, and Samuel T. Gay, general manager.

- **Taylor-Reed Co.**, New York, will sponsor the children's drama series "Hap Harrigan" on Mondays, Wednesdays and Fridays (5 to 5:15 p.m., EST) over the Mutual network.

- **NCA's sanitation director**, Gerald S. Doolin, speaking before more than 50 candy manufacturers at the NCA Sanitation Program for the Northwest area, in Minneapolis, recently, stressed the importance to management for keeping a continual

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Half-a-Century that makes
the name **WILBUR** mean
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quality, uniformity and dependability.

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check on the job being done on pest control, and suggested making a capable, reliable employee responsible for candy plant sanitary standards.

• **Kessler Bros.**, San Francisco, have purchased a \$100,000 corner site at Van Ness and Broadway and commissioned architects to plan a confectionery store there, Theodore and Sydney Kessler announce.

• **Golden West Candy Club** announces the following 1947 committees as appointed by Max Sherman, president:

FINANCE: C. M. Chaplin, chairman; R. L. Mutz, Theodore Kessler. **MEMBERSHIP:** T. J. Sheridan, chairman; Jack Kaplan, Charles Lewis, W. H. Hazzard, James Mutz. **ENTERTAINMENT:** P. J. Fink, chairman; A. E. Brainard, Edward Riffle, Robert Sheridan, Austin Mathen. **EDUCATIONAL:** A. S. Jaffe, chairman; Earl Walker, A. C. Carrington, Harry Powell, M. S. Clark. **SERGEANT-AT-ARMS:** T. J. Sheridan.

• **NCA's Council on Candy Month** will be October, W. C. Dickmeyer, national chairman, announces.

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& QUALITY SUPPLIES
for CANDY
CRAFTSMEN

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Confectionery Brokers of the Pacific
Coast . . . Resident men in Wash-
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Zestful, Tangy, Imitation **CHERRY**
Full-Bodied, Rich, Imitation **GRAPE**
Luscious, Imitation **STRAWBERRY**
Tantalizing, Imitation **RASPBERRY**

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224 W. HURON ST.

CHICAGO 10, ILL.

Trade publications are asked to designate the issue appearing nearest October 1 as "Council on Candy Issue." Regional and local candy groups are asked to designate October meetings "Council on Candy Meeting." Mr. Dickmeyer also reports \$412,159.77 was subscribed to the Council on Candy fund in 1946 by 2,987 candy manufacturers, suppliers, and distributors.

• **Paul M. Beich**, president, Paul F. Beich Co., Bloomington, Ill., is named a member of NCA's Council on Candy committee, NCA President Philip P. Gott announces.



FRANK T. GLENN, general superintendent of National Candy Company's Consolidated Factories in St. Louis, recently announced his retirement from the company. Mr. Glenn has been with the company since June 1, 1945.

• Western candy manufacturers and suppliers will hold a convention February 20-21 at the Sir Francis Drake Hotel, San Francisco, announces Charles O'Brien, Jr., chairman of the committee on arrangements. Other committee members include: R. C. Carpenter, A. C. Carrington, Le Roy Gimbal, Cecil McKinstry, Warren Watkins, Theodore White.

• **Gopher Candy Club**, Minneapolis, has named the following officers for 1947: Lee H. Cahn, president; M. J. Maib, vice-president; C. L. Swanson, secretary; Harry Zacher, treasurer. Directors named are: P. S. Sandell, chairman; J. Don McLean, Ray A. Moore, Joe Latshan, A. G. Nicolin.

• **Associated Retail Confectioners Ass'n** of Philadelphia reelected the following officers recently: Joseph Steppacher, president; C. J. Hesch, 1st vice-president; F. J. Zealen, 2nd vice-president; J. A. Levan, financial secretary, H. L. Young, treasurer. Theodore Marquetand is named corresponding secretary. Directors named: T. F. Quigley, H. J. Glazer, Ira Winter.

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Office and Sales Room
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Established 1896 Food and Candy Brokers
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Want 5 lb. box lines for Holiday, Easter Trade

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Complete coverage all jobbing trade Utah, Ida., Mont., W. Wyo., E. Nev.

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Regularly. They need such units as
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Wanted: Used Canvas Drier, any size.
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Wanted: Chocolate Melting Kettle, 1000
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Wanted: ONE NATIONAL EQUIPMENT
TYPE A-C DEPOSITOR. Box B-173 **The
Manufacturing Confectioner.**

Wanted: 2-24" Greer or other enrober with
or without tunnels. 2 large tempering
kettles. 2 steam-jacketed kettles with
double action stirrers. A marshmallow
beater, a depositor, buck and printer. 2
or 3 bag peanut roaster with cooler. Box
C-271 **The Manufacturing Confectioner.**

Wanted: Cash for 24 or 32 inch Greer
coater or National Equipment enrober
and cooling tunnel. Also—two 1000 or 2000
chocolate melters. Runkle Co., Kenton,
Ohio.

Wanted: One Racine Chocolate depositor
and steel conveyor belt. B-271, **The
Manufacturing Confectioner.**

WANTED
YOUR IDLE MACHINERY
WILL BUY FROM SINGLE ITEMS
TO COMPLETE PLANTS

URGENTLY WANTED: Copper Coating
Pans and Vacuum Pans; Tablet Machines;
Dryers and Mixers; Jacketed Copper and
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Steel water cooled slabs. All sizes. Racine
Automatic Sucker Machine. With hard
candy rolls. J. Eddie Candy Co., Bridgeport,
W. Va.

Wanted: Simplex Vacuum Cooker, 20 or
50 gallons. Must be for steam, Box B-171
The Manufacturing Confectioner.

Wanted: Chocolate Melting Kettle, 500
pound capacity. Will pay cash, F.O.B.
your city. Maurice H. Hyman, 2411 N.
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MACHINERY FOR SALE

For Sale: Four water cooling steel slabs
36" x 96". A-272 **The Manufacturing
Confectioner.**

For Sale: Battery of 8 revolving 38-inch
pans ribbed and polishing in good condition.
Have discontinued pan department.
Runkle Co., Kenton, Ohio.

For Sale: 4 ft. Dayton cream-beater complete
with 3-phase 220 volt motor. Rebuilt and
guaranteed for one year against
mechanical defects. \$600.00 F.O.B. our
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For Sale: ONE MILLER SEMI-AUTOMATIC
WRAPPING MACHINE. Box B-172 **The
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For Sale: 1 P. B. Model Lynch Wrap-O-Matic.
Completely overhauled. New electric
eye. Equipped with heat sealer and
glue pot. Two sets of parts for wrapping
bar: 3/4" long, 1 3/16" wide, 3/4" high;
and 3/8" long, 1 1/2" wide, 3/4" high.
Equipped with either A.C. or D.C. Current.
Not used since reconditioned. Box A-177
The Manufacturing Confectioner.

For Sale: One Friend Drednought Hand
Roll Machine, two sets dies and 500
rolls to fit. Also one small Hand Roll
machine. PEACOCK CANDY COMPANY,
Des Moines, Iowa.

For Sale: National Equipment Sugar Mill
25 HP 2-phase motor; cap. 1200 lbs. per
hr.; Burns gas fired roaster 600 lb. capacity;
38" Bramley Mill 20 HP 3-phase motor; 32"
Nat'l Equipment Enrober; one 2200 lb. and
one 1400 lb. capacity Petzholt conche;
1400 lb. Postronecky conche; 100 lb. Racine
conche; two Confectioners Machinery Co.
melangeurs, 20 HP 2-phase motor and
drive complete as unit; two National
Equipment 5 roll finishers complete with 60
HP motor and drive. Box A-271 **The Manufacturing Confectioner.**

MERCHANDISE WANTED

Wanted: Cellophane (300 MST) for kiss
machine. Can use either 3 1/4" or 3 3/4"
width—any amount. L. R. Stone Company,
450 S. LaBrea Ave., Los Angeles 36, Calif.

HELP WANTED

Wanted—Production Mgr. A splendid opportunity for man with full knowledge of retail candy making to take full charge of production for reliable eastern firm with unlimited capital and established retail organization manufacturing in several cities now entering Chicago and middle western market. Good salary. In reply please state full particulars, including experience, previous employment, age, marital status. All correspondence treated confidentially. Box B-174 **The Manufacturing Confectioner.**

Wanted: Superintendent. A splendid opportunity for man with full knowledge of retail candy making to take full charge of production for reliable and established retail organization manufacturing in several cities. Good salary. In reply please state full particulars, including experience, previous employment, age, marital status. All correspondence treated confidentially. Box B-11614 **The Manufacturing Confectioner.**

Candy Maker—Experienced to make carmel and peanut brittle, good starting pay. Unusual opportunity, good chance for right person. STARR CONFECTIONS, 2240 N. Racine, Chicago 14, Illinois.

Nut Salter and Roaster—Experienced on all types of nuts. Unusual opportunity, good chance for right person. STARR CONFECTIONS, 2240 N. Racine, Chicago 14, Illinois.

Wanted:
**SUPERINTENDENT
CANDY PLANT**

Large food distributor has major West Coast opening for qualified superintendent of candy manufacturing plant. Practical production experience in large candy plant and thorough knowledge of modern methods and equipment required. Must be qualified to supervise production, cost and quality control, personnel, warehousing and shipping. Should have at least five years' experience in general candy line. Prefer college man 30-40 with training in chemistry or mechanical engineering. Ability to train others in candy making important. Permanent with attractive salary and advancement opportunity in national organization. Reply held confidential and, if desired, may be submitted through a third party. Give age, education, and full details of employment and earnings records. Write **The Manufacturing Confectioner** Box A-273.



UNION
Rebuilt
Established 1912

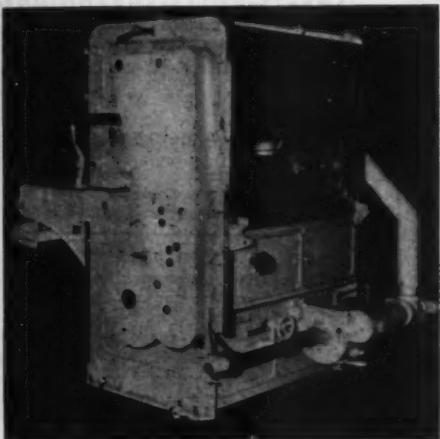
Can Give You Immediate Delivery on Choice Equipment (Any Type—All Sizes)...

Your

CANDY LINE

1947

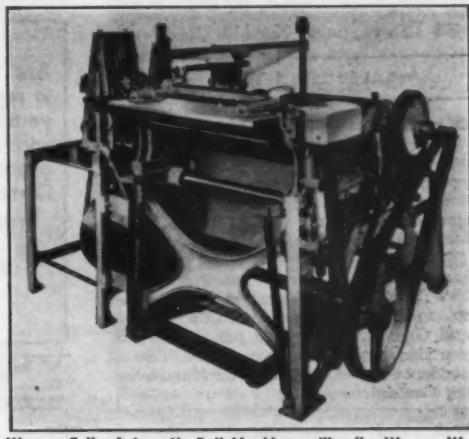
... Needed to Manufacture New Items to Fill Out Your 1947 Candy Lines!



32" Springfield Coater, all attachments

We
Have
5000
Modern
Rebuilt
Machines
in
Stock

... All Types and Sizes of

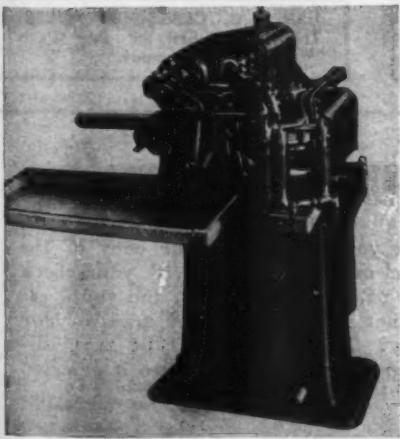


Werner Fully Automatic Ball Machine, will sell with or without Package Machinery Flat Drop Wrapper for Roll Package

Choice Modern Equipment
—AVAILABLE IMMEDIATELY!

Increase Output... Decrease Costs... Up Your Profits

ORDER TODAY—by mail or wire
from UNION CONFECTIONERY's Large
Stock of Guaranteed Rebuilt Machinery



Ideal Caramel Wrapper

1 1/4", 5/8", 1", 1 1/8" and 3/4" x 1 1/2" Sizes!
Also for wrapping individual cut, conveyor fed, any
shaped high-class Caramel

SELL your SURPLUS MACHINERY while
PRICES are HIGH!

Don't Delay... Act Now

We Pay Premium Prices for All Used Equipment

UNION CONFECTIONERY MACHINERY CO., Inc.

318-22 Lafayette St.

Cable Address:
"CONFECMACH"

New York 12, New York

THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

RATES: Line 35c (Bold Face 70c); Display (For Used Items Only)—Col. In., 1 time \$6, 2 or more \$5.

HELP WANTED (Contd.)

Superintendent Wanted: For large candy factory in New England making general line. Real opportunity for right man. State age, experience, salary desired. Box State age, experience, salary desired. Box C-1261 **The Manufacturing Confectioner.**

Wanted—Young man or woman with high quality candy making experience. Great opportunity for someone with an eye to the future. Apply in writing to Sidenberg, 1529 10th St., South Fargo, N. Dak.

SALES LINES WANTED

Brokers Wanted—To sell punchboard operators fast repeating candy deals. Advise actual number of punchboard operators you call on and how often or no consideration given. Items not available for any other class of trade. Box F-171 **The Manufacturing Confectioner.**

Lines Wanted: I have 8 salesmen out in New York City and surrounding territories, selling direct to Drug Stores, Candy Stores and Grocers. I am in a position to offer you this coverage on your lines. Correspondence invited. A-274 **The Manufacturing Confectioner.**

Well rated and established company in the food industry has 8 salesmen out in Los Angeles City and County selling direct to drug stores and grocers. We are in position to offer you this coverage on your lines. Correspondence invited. Box G-74612, c/o **The Manufacturing Confectioner.**

SALES LINES WANTED (Contd.)

Wanted: Candy & Allied Lines—We have 19 years sales experience in same territory of Florida, Georgia and Alabama. 2 Salesmen. Hubert Brokerage Company, P.O. Box 149, Atlanta 3, Ga.

Wanted: Good Package, Bulk and Sc Bars Candy Line. Most progressive sales representative can give a complete coverage of Pennsylvania, Maryland, Delaware and Washington, D.C. M. Grunberg Assoc., 1911 Derry St., Harrisburg, Penna.

MANUFACTURERS

Are you looking for salesmen to represent you for the coming year? We can put you in touch with experienced men covering practically all the United States. Correspondence invited.

Western Confectionery Salesmen's Association.

Walter Reu, Sec'y-Treas.
36 E. Highland Ave.
Villa Park, Ill.

BUSINESS OPPORTUNITIES

Good quality, not sticky
HARD CANDIES

containing an unusual high percentage of syrup. With plenty of syrup in sight opportunity for doubling your Hard Candy output at lower material costs.

If interested write Box B-175
The Manufacturing Confectioner

MISCELLANEOUS

WE BUY & SELL

ODD LOTS • OVER RUNS • SURPLUS

Cellophane BAGS

SHEETS • ROLLS • SHREDDINGS

Cellophane rolls in cutter boxes 100 ft. or more
ALSO MADE OF OTHER CELLULOSE FILM

Wax - Glassine Bags, Sheets & Rolls

Tying Ribbons—All
Colors & Widths

Scotch Tape
Clear & Colors

Diamond "Cellophane" Products

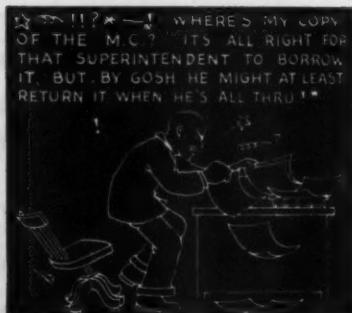
Harry L. Diamond Robert L. Brown
"At Your Service"
2902 So. Michigan Ave., Chicago 18, Ill.

Candy Making Instructions. We do not simply furnish formulas, but complete, explicit, accurate and detailed information, how to make candies for retail candy stores and factories. How to handle materials, from start till ready for sale.

We invite beginners as well as experienced candy folks to let us solve their problems. Address Candy Making Instructors, 114 E. Preston St., Baltimore 1, Maryland.

USE M. C. CLASSIFIED ADVERTISING to Sell or Buy Used Equipment.

"Keep Your Temperature Down"



The Manufacturing Confectioner

400 W. Madison

Chicago 6, Ill.

Don't get excited when you can't find your copy of the "M.C." Just sit down and mail this coupon with your check of \$3.00 for one year or \$5.00 for two years, and you'll get your extra copy. Why not see that each key man in your organization gets a copy? Then there won't be any "disappearing" copies to keep you from referring to it as often as you wish. Write now!

THE MANUFACTURING CONFECTIONER
400 W. Madison Street
CHICAGO 6, ILLINOIS

"O.K. here's my check! We need more copies of the "M.C." around here!
 1 yr. \$3.00. 2 yrs. \$5.00.

Name _____

Company _____

Street _____

City _____

State _____

Zone No. _____

"Confectionately Yours . . ."

Honored by *Printers' Ink* as a "new high" and a radio commercial that "rings true" is this recent WHN announcement by Barricini Candies: "Right now, the makers of Barricini Candy are still having difficulty filling the demand for delicious Barricini Candies. In addition to their older regular customers, Barricini made hundreds of new friends during the war, when people became acutely quality-conscious. And until they can manufacture enough candy, you may be rationed when you buy from Barricini. But like the hundreds of others, we believe you will find this quality worth waiting for."

* * *

Honored in *Tide's* "Words at Work" is this play on words by Smith Brothers Cough Drops: "Are you a droop in a group—a pest at a party—a drool in school? Get hep! Coughing is offensive!"

* * *

At all public functions in South Africa, Mrs. Jan Christian Smuts, wife of the prime minister, receives candy, a Leonard Lyons communiqué reports. Reason: Mrs. Smuts' assertion: "I wish people would stop giving me flowers. I prefer candy which I could then give to my grandchildren."

* * *

With or without a stomach, persons can thrive on candy, it appears. When an army transport plane crashed on an Alpine Swiss glacier recently, candy bars helped the victims subsist. In our nation's capital, an eight-year-old girl born without a stomach prefers peanuts, beer, and salt herring on her menu.

* * *

"Candy for cows cools off on rubber," a rubber film surprisingly headlined a recent ad. For wondering confectionery marketing men, the cows like soy bean and molasses wafers so much they give more milk on such a "candy" diet. The rubber firm designs production belts for such candy.

* * *

And just to show it might not be all hearsay about the situation jocularly reported to exist in Denmark, a Pittsburgh candy manufacturer was recently offered confections made in Denmark of American sugar—at a price less than he could make them in Pittsburgh.



*Ambrosia Chocolate Co.	75	Ideal Wrapping Machine Co.	44
American Dry Milk Ass'n.	August '46	Johnson Co., H. A.	78
*American Food Laboratories, Inc.	3rd cover	Jordan, Stroud	6
*American Lecithin Co.	63	*Kohnstamm, H. & Company	17
*American Machine & Foundry Co.	Jan. '47	Kraft Foods Company	66
*Amoco Packaging Machinery, Inc.	Sept. '46	*Kupfer Bros., Paper Co.	Jan. '47
Angermeyer, T. H. & Co.	10	Lachman-Novasel Paper Co.	48
Armour & Co.	Oct. '46	Land O'Lakes Creameries, Inc.	15
Aromanilla Co., Inc.	82	Lehmann Company, Inc. J. M.	64
Artistica Products	August '46	Long & Co., Inc. James B.	72
Baker Importing Co.	58	*Leuders Co., George	23
*Berry Copper Works, A.	72	Lynch Manufacturing Corp.	47
Blumenthal Bros.	7	*Magnus, Mabee & Reynard, Inc.	20
Bond, John T. & Son	78	*Manufacturing Confectioner	8
Borden Company, The	Jan. '47	Marco Co., Inc.	Dec. '46
Brokers, Confectionery	78, 80, 81	Marwyn Dairy Products Corp.	59
Bulkley, Dunton & Co.	June '46	*Merckens Chocolate Co., Inc.	22
Burrell Belting Co.	28	Midland Farm Products, Inc.	9
California Almond Growers Exchange	Dec. '46	*Mills & Bros., Inc. Thomas	74
California Fruit Growers Exchange	11, 21, 25	Monsanto Chemical Company	41
Candy Merchandising	16	National Equipment	Jan. '47
Carter Pecan Co.	72	National Food Products Co.	Nov. '46
Coyol Foods	Nov. '46	National Ribbon Corporation	51
Central Soya, Inc.	6	National Starch Products Co.	Dec. '46
Cleary Corporation, W. A.	Dec. '46	*Neumann-Buslee Wolfe, Inc.	78
*Clinton Industries, Inc.	4th Cover	Oakite Products, Inc.	44
Cochrane Corporation	Jan. '47	Package Machinery Company	38
*Coccoline Products, Inc.	June '46	*Penick & Ford, Ltd., Inc.	68
*Confection Machine Sales Co.	59	*Peter Partition Corp.	42
Consolidated Products Co., Inc.	82	*Pfizer & Co., Inc. Chas.	27
Consolidated Refining Co., Inc.	73	*Pitt & Sons Co. The C. M.	55
*Cooper, D. C.	June '46	*Polak & Schwarz, Inc.	65
*Corn Products Sales Co.	58	Polak's Fruital Works, Inc.	14
Currie Manufacturing Co.	Dec. '46	Prestige Products Company	Nov. '46
Dairyland Milk Corp.	55	*Pulverizing Machinery Co.	60
Dammann and Smeltzer	54	Refined Syrups & Sugars, Inc.	Dec. '46
Davis & Company	59	Republic Ribbon and Bow Co.	49
Detecto Scales, Inc.	42	Reynolds Metals Company	Dec. '46
Diamond Cellophane Products	84	Riegel Paper Company	52
Dodge & Olcott, Inc.	Jan. '47	*Ross & Rowe, Inc.	63
Domestic Egg Products, Inc.	70	*Savage Bros., Co.	18
Dow Chemical Co.	Jan. '47	*Schnell-Herr Co.	77
*Dreyer, Inc. P. R.	19	Solvay Sales Corporation	Jan. '47
Dubin, R. M.	24	Speas Company	22
duPont de Nemours, Inc. E. I.	Nov. '46	*Specialties Appliance Corp.	Jan. '47
Dyer & Company, B. W.	54	Spencer-Kellogg & Sons, Inc.	Nov. '46
*Economy Equipment Company	74	Staley, A. E. Mig. Co.	3
Enoz Chemical Co.	57	Standard Brands, Inc.	12, 13
Equipment Finders Bureau	82	*Sweetnam, Geo. H., Inc.	48
Ever Ready Label Corp.	45	Swift & Co.	Jan. '47
Extrin Foods, Inc.	71	*Sylvaniz Industrial Corporation	Jan. '47
*Felton Chemical Company, Inc.	2nd Cover	Taffel Bros., Inc.	46
*Flavoroma Laboratories	July '46	Tait, R. C., Co.	42
*Florsynth Laboratories, Inc.	Jan. '47	Union Pacific Railroad	26
Food Materials Corporation	July '46	Union Confection Machinery Co.	83
Foreign Commodities Corp.	54	*Vacuum Candy Machinery Co.	June '46
*Fritzsche Brothers, Inc.	Jan. '47	Van Brode Milling Co.	Jan. '47
Fuchs & Company	55	Voss Belting & Specialty Co.	Dec. '46
Garden Fruit Specialties Co., Inc.	73	Warren Bros. Corp.	June '46
Gardner-Richardson Co.	May '46	Weber & Mollner, Ltd.	73
Gaylord Container Corp.	June '46	*Werner, John & Sons, Inc.	56
Gem Mig. & Supply Co.	Jan. '47	W-E-R Ribbon Corp.	44
*Greer Company, J. W.	July '46	West Disinfecting Co.	61
*Handler and Mercens	22	Whitson Products	Jan. '47
Heat Seal It Co.	May '46	Wilbur-Schuchard Chocolate Co., Inc.	77
Henry Co., John	43	Wood & Selick, Inc.	June '46
Hooton Chocolate Co.	70		
Hubbert Co., B. H.	84, 75		
Hummel & Downing	49		

*For Detailed Reference Data, See THE 1947 BLUE BOOK.



EDITORIAL



When Is a Nickel Not a Nickel?

HOW to hold at a nickel, the price of candy bars marked to sell at a nickel retail has become a problem for manufacturing confectioners that daily develops new disturbing ramifications. The advertisement of the Cunningham stores reproduced on this page is indicative of the trend: In Michigan, to mention just one state, it has incongruously become good merchandising to advertise confectionery at the price at which it is actually intended and marked to sell.

In Chicago's Loop several confectionery window signs, likewise, actually offer, in window-wide sign-writing, "5c Candy Bars and Gum 5c." All-too-frequent, however, are display stands inside many confectioneries and other outlets with 6-cent tags affixed to boxes of bars price-printed a nickel. Signs have actually been noted, too, that offer "All Nickel Bars 6c."

Although a candy bar and a nickel have long been practically synonymous in the consuming public's mind and the industry itself has fought state taxation that would have boosted bars to an odd-cent cost, nickel candy bars priced six and more cents have become so common that Robert H. W. Welch, Jr., vice-president of the James O. Welch Co., Cambridge, Mass., and an NCA vice-president, has editorialized in his firm's excellent house organ: "If Vice-president Marshall were alive today, he might well proclaim: 'What this country needs is a good 5-cent candy bar!'"

Fred W. Amend Co., Chicago, has also gone on record against the new pricing and has written its Chicago jobbers that billing their retailers

for so many bars is "proving most unfair to all classes of trade." If purchasing power decreases as expected, "higher prices to consumers will be a serious mistake for the candy industry," the letter adds.

That consumer reaction is already pronounced appears disturbingly ap-

parent in the following letter which the Chicago *Tribune* placed on a recent editorial page under the bold-face heading "Mispriced Candy Bars":

"Fathers and mothers have raised their children in the past to respect the store owners when they enter their places of business. When we purchase an article with a set price on the wrapper, we want to pay that amount. We do not want to be confused or made angry at the storekeeper by having a 5-cent price tag on a candy bar and then have the storekeeper charge 6 to 7 cents. The manufacturers should be compelled to change their wrappers immediately."

Although a *Printers' Ink* study reports many wholesalers and retailers have taken matters into their own hands on candy pricing and Mr. Welch states some manufacturers may require temporary out-of-line prices because of present production problems, it appears imperative that the industry cooperate to the fullest in recognizing—as Mr. Welch also states—"that there isn't any such thing as 6-cent candy market." The words of Samuel D. Fried, AMCC president and president of Up-To-Date Candy Mfg. Co., New York, at the recent AMCC past presidents dinner, bear this out further: Quality candy wisely priced, he states, offers the best chance of broadening the confectionery market. "A prudent price allows value to the buyer and a reasonable profit to the seller. An ever-growing public of satisfied candy consumers is the only safe foundation on which we can build our future. Any other basis is bound to prove a passing mirage and a disappointment."

With A Nickel⁵ He's Still A "Millionaire"

At Cunningham's



A⁵ Nickel at Cunningham's
still buys candy bars
or chewing gum or soft
drinks or ice cream cups or
a bag of salted peanuts
and many other items . . .

You always save at
Cunningham's
DRUG STORES

Quality

FOR CREAM CENTERS

FLAVOR	CATALOGUE NUMBER	TYPE	Suggested use per 50 lbs. in fluid ozs. (except as otherwise indicated)
Almond	18	Emulsion, pure	2 oz.
Almond	120	Extract, pure	3 oz.
Apple	121	Flavor, concentrated	2 oz.
Banana	19	Emulsion, homogenized	3 oz.
Butterscotch	122	Flavor	2 oz.
Cherry	39	Flavor, pure concentrated	4 oz.
Cherry	20	Emulsion, homogenized	2 oz.
Cherry	123	Flavor, imitation	2 oz.
Coffee	30	Liquid concentrate, pure	24 oz.
*Coffee	31	Paste, Pure, concentrated	1 lb.
Custard	21	Emulsion, homogenized	3 oz.
Excellovan	10	Vanilla Powder, compound	3 oz. (wt.)
Honey	124	Flavor, concentrated	2 oz.
Lemon	13	Emulsion, pure concentrated	2 oz.
Lemon	14	Emulsion, pure	3 oz.
Lemon	286	Oil, Water-Solubilized	1 1/2 oz.
Lime	15	Emulsion, pure concentrated	2 oz.
Lime	16	Emulsion, pure	3 oz.
Lime	293	Oil, Water-Solubilized	1 1/2 oz.
Maple	126	Flavor	2 oz.
Mexicnilla	3	Vanilla Flavor, compound	2 oz.
Mint	17	Emulsion, pure	2 oz.
Orange	11	Emulsion, pure concentrated	2 oz.
Orange	12	Emulsion, pure	3 oz.
Orange	337	Oil, Water-Solubilized	1 1/2 oz.
Peach	125	Flavor	2 oz.
Pineapple	23	Emulsion, homogenized	3 oz.
Pineapple	127	Flavor	2 oz.
Pistachio	129	Flavor	2 oz.
Raspberry	42	Flavor, pure concentrated	4 oz.
Raspberry	25	Emulsion, homogenized	3 oz.
Raspberry	128	Flavor	2 oz.
Rum Butter	131	Flavor	2 oz.
Strawberry	46	Flavor, pure concentrated	4 oz.
Strawberry	27	Emulsion, homogenized	3 oz.
Strawberry	132	Flavor	2 oz.
Vanilla	1	Extract, pure	6 oz.
Vanilla	2	Extract with Vanillin	3 oz.
Vanilla	6	Emulsion, compound	3 oz.
Vanol	4	Extract, highly concentrated	1/2 oz.
Vanillacra	9	Vanilla Powder—compound	3 oz. (wt.)
Vanilla Powder	8	Pure Vanilla Powder	4 oz. (wt.)



FOR HARD CANDIES

FLAVOR	CATALOGUE NUMBER	TYPE	Suggested use per 50 lbs. in fluid ozs. (except as otherwise indicated)
Apple	107	Fruit Aroma, Conc. imit.	1 oz.
Apricot	108	Fruit Aroma, Conc. imit.	1 oz.
Banana	109	Fruit Aroma, Conc. imit.	1 oz.
Cherry (sweet)	110	Fruit Aroma, Conc. imit.	1 oz.
Cherry (wild)	111	Fruit Aroma, Conc. imit.	1 oz.
*Coffee	31	Paste, pure, highly concentrated	1 1/4 lb.
Coffee	33	Paste, "Dutch Hopjes" type	1 1/4 lb.
Grape	112	Fruit Aroma, Conc. imit.	1 oz.
Honey	113	Fruit Aroma, Conc. imit.	1 oz.
Loganberry	114	Fruit Aroma, Conc. imit.	1 oz.
Peach	115	Fruit Aroma, Conc. imit.	1 oz.
Pear	116	Fruit Aroma, Conc. imit.	1 oz.
Pineapple	117	Fruit Aroma, Conc. imit.	1 oz.
Raspberry	118	Fruit Aroma, Conc. imit.	1 oz.
Strawberry	119	Fruit Aroma, Conc. imit.	1 oz.

And many others.

American Coffee Paste

—gives your confections that rich, pep-

tivating demi-tasse flavor! This is 100 percent coffee in convenient paste form—no brewing, dissolving, heating or cooling; ready to add for instant dispersion without muss, fuss or waste. Always uniform, and won't cook out. Costs less to buy, store, handle, use!

OUR TECHNICAL STAFF and all its comprehensive laboratory facilities are at your service any time for research in connection with your flavoring problems.

AMERICAN FOOD LABORATORIES, INC.
860 ATLANTIC AVENUE, BROOKLYN 17, NEW YORK

CLINTON

**CORN SYRUP UNMIXED
CONFECTIONERS' STARCHES
CLINTOSE (Dextrose)**

*Offering a Personalized Service
to Industry Since 1906*

Our Service Department is for your
convenience. We are glad to help
you with your technical problems.

CLINTON INDUSTRIES, INC.

Clinton, Iowa

QUALITY • UNIFORMITY • SERVICE

